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LIBRARY
OF
ADVERTISING

SELLING ADVERTISING AND ADVERTISED GOODS

SELLING AND ADVERTISING AMERICAN GOODS IN FOREIGN COUNTRIES

COMPILED AND EDITED BY
A. P. JOHNSON
ADVERTISING MANAGER
THE CHICAGO RECORD-HERALD

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CHICAGO

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Dedicated to

CHARLES H. HAMBLIN

TABLE OF CONTENTS

Part I, The Advertising Salesman..... 13
By Frank W. Maas

Part II, Requisites of Selling Advertising Successfully..... 23
By William C. Hunter

Part III, The Profession of Advertising..... 27
By W. C. Freeman

Part IV, Selling Trade Paper Space..... 35
By Robert Tinsman

Part V, Good Counsel for Solicitors..... 43
By George H. Perry

Part VI, Psychological Salesmanship as Applied to the Selling of Advertising and Advertised Goods..... 45
By Arthur Hendrick Vandenberg

Part VII, Selling Advertising Service..... 95
By Witt K. Cochrane

Part VIII, The Advertising Solicitor from the Buyer's Standpoint.... 103
By John E. Fitzgibbon

Part IX, Selling Newspaper Advertising..... 109
By A. D. Mayo

Part X, Selling Advertising in Country Newspapers..... 123
By W. S. Grathwohl

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Part XI, The Salesman of Magazine Publicity..... 129
By W. R. Emery

Part XII, The Salesman of Weekly Magazine Publicity..... 137
By A. C. G. Hammesfahr

Part XIII, The Value and Salesmanship of Classified Advertising..... 143
By E. O. Syman

Part XIV, Selling Advertising in Class Publications..... 161
By Emerson P. Harris

Part XV, Soliciting Advertising for Technical Journals..... 167
By John A. Kershaw

Part XVI, Selling Advertising for Agricultural Papers..... 173
By T. W. LeQuatte

Part XVII, Soliciting Advertising for Religious Publications..... 181
By James K. Boyd

Part XVIII, Selling Outdoor Advertising (Electric Signs, Painted Bulletins) 185
By Albert Daschbach

Part XIX, The Selling of Street Car Advertising..... 197
By M. Wineburgh

Part XX, Selling Specialty Advertising..... 201
By M. E. Ream

Part XXI, Selling Advertising Art, Illustrations and Engravings..... 211
By Louis Flader

Part XXII, The Selling and Service of Printing..... 221
By John Clyde Oswald

Part XXIII, Selling Lithography..... 227
By Warren C. Brown

Part XXIV, Advertising American Goods in Foreign Countries..... 235
By J. Roland Kay

Part XXV, Hotel and Resort Advertising..... 267
By L. L. Heaton

Part XXVI, Municipal Advertising..... 291
By John B. Carrington

Test Questions 307

Index 329

PART I

THE ADVERTISING SALESMAN

By FRANK W. MAAS

Western Representative Advertising and Selling Magazine

Selling advertising, as a business, is almost as young as the automobile business. This statement may sound a trifle strange, as the origin of advertising is lost in the mists of antiquity; it is nearly as old as the written word itself.

It is only within the last few years, however, that advertising has been scientifically studied; even now its practice is but a rudimentary science. Most advertisers, and far too many of those men who act as guides and advisers to advertisers, advertise in ways which they think, suppose or hope will prove successful—they do not know. Often they are totally wrong, or so nearly wrong that they fail. Sometimes they are partially right, and succeed. They are never fully right.

But, within the last fifteen years, there has been a mighty movement in the direction of scientific advertising. Advertising has improved vastly in method, in character and in results. All along the line advertisers began, a few

years ago, to ask questions which the ordinary seller of space could not answer. So he had to give way to the man who could answer—the man whose study, thought and general progress kept pace with the movement toward the light. Then we had the seller of space who constantly became more scientific, just as advertising was becoming more scientific. Selling Advertising then, for the first time, became a business entitled to serious consideration—worthy of a volume such as this.

The Genesis of Selling Advertising

The original seller of advertising published a directory, an almanac, or a newspaper. He went to the merchant with his simple story of circulation, and the facts as to the territory his publication covered. He took what advertising he could get and accepted it thankfully. He paid no attention to what the advertisements said, and little to how they looked when put in type. He regarded advertising as so much "velvet," as we say in these days; he had no serious belief in its ability to bring profitable results to the advertiser. As for the advertiser, he hoped, in a dim, uncertain way, that it would pay him. And it did. The salvation of advertising is due to the fact that its power is so tremendous that, no matter how crudely done, it shows that there is life and strength in it.

When the publisher could not go himself, he sent one of his employes to solicit advertising from merchants. The young man who showed the most aptitude and was most

successful in bringing in business naturally got the most of that kind of work; as the business grew he found that going after advertising took more and more, and finally all, of his time. Thus the advertising solicitor was born; also, some people will say, a new brand of trouble!

As the solicitor went forward with his work, he naturally developed an amateurish proficiency in advertising. Experience taught him a few things about what kind of advertising paid, and what did not. He grasped some of the fundamental laws of copy and display. This knowledge he found valuable. He was able to advise and assist those from whom he solicited advertising. They found that his suggestions were sound; that with his help they could get better results from their advertising. This made the solicitor's work easier and his income larger; he could sell more advertising space with less lung power.

But after a time he noticed that his clients were using his plans, copy and suggestions in other periodicals. This meant that his work was being employed in channels which yielded him no revenue, and it worried him. A little hard thinking convinced him that he could make more money if he threw up his job, solicited advertising for all the newspapers in his territory, and made them each pay him a commission on the business he brought in. This plan he put into effect—and the advertising agent was born!

The agent, waxing busy and prosperous, in time employed solicitors of his own; the publications continued to employ solicitors of their own. These two kinds of sellers of advertising continue to this day to divide the work

between them; the agency solicitor, ideally speaking, seeking to sell the business man space in those mediums most likely to bring profitable returns, and the publication solicitor, ideally speaking, seeking to sell his space to all advertisers whose commodity is salable to the readers of his newspaper, magazine, or whatever medium it may be.

Some of the Difficulties

Selling Advertising is different from selling most commodities. The salesmen who popularized the automobile had something to show. You could see and feel an automobile. You could estimate its cost to produce. You could crank it up and set the engine going. You could get into it and be carried swiftly and joyously around the country. It required little exercise of the imagination to picture yourself enjoying that same sensation year in and year out, and of giving equal pleasure to your family and friends. Then you could easily balance the comfort, convenience and pleasure which you had sampled against the money cost of the machine and make your decision.

But the only value of advertising is in the influence which it may exert upon the human mind. It is a commodity perceptible to none of the five senses. It is true that the sense of sight may perceive an advertisement, but not advertising, for advertising is an influence.

As advertising is neither perceivable nor measurable by the senses of the purchaser, the seller of it has a hard row to hoe. Indeed, up to within a very few years ago

the advertising solicitor sold nothing but "blue sky;" any of the old-timers will frankly tell you so. The solicitor represented a certain publication which you could hold in your hands and estimate for yourself. It had a circulation of so many thousand; the rate was so much a page—come on, let's go out to dinner and then to the theater!

After a time, as has been said above, this method of selling advertising didn't work so well. The advertiser lost interest in dinners and theaters. There were a whole lot of things he wanted to know—that he just had to know. For he perceived that in advertising there lay a mighty force for the building of business. On every hand it was seemingly performing miracles. Vast industrial plants, springing up almost by magic, arose in myriad monuments to it. Men who were obscure and struggling but a few years ago were transformed into merchant princes by it. Through advertising, commodities that were timid experiments yesterday were today on sale in every town in the country, and their production taxed factory capacity to the utmost.

How were these things actually done? What kind of advertising, and how applied, would produce these wonderful results? Such are the questions the advertiser, or the prospective advertiser, is asking in these days; and woe to the solicitor, the seller of advertising, who can only stammer, guess, hedge—and fall back upon the parrot-like story of the circulation and "high quality" of his publication!

What the Advertiser Demands

The merchant, whether he be manufacturer, wholesaler, retailer or mail order man, knows by experience what manner of mankind will buy his goods. He knows what sort of people they are, where they live—whether city or country—what their tastes are, what their income is, how they live, and what they buy. It is for him and his advertising man to determine, either through his own experience or that of others, what kind of copy will sell his goods. And it is essential that he place his advertising in those mediums which will reach the largest number of his possible customers at the least expense per unit of influence; that is, in the manner which will sell them the most goods.

It follows then that the ideal seller of advertising is the man who combines with the highest qualities of salesmanship an exact knowledge of all the people who read his medium; what sort of people they are, where they live, what their tastes are, what their income is, how they live, what they buy and how much they pay for it.

The ideal seller of advertising would know all these things about all the readers of his medium, and have the facts and figures at hand, prepared in complete and convincing form.

This, you say, is a physical impossibility. True, the ideal is always unattainable.

But, the man who most nearly approaches the ideal comes most closely to fulfilling his mission in life; he who

comes nearer to the ideal than his fellows is more successful than they. That is the invariable law.

The advertiser does not expect that the seller of advertising shall carry with him an infallible recipe for success in business. Data covering that broad question must be gathered from many sources. He does expect, though, that the seller of advertising shall be in a position to answer all those questions upon which a profitable use of his own medium depends, and shall possess an intelligent knowledge of the general principles and methods of successful merchandising.

The advertiser understands and believes in the law of averages. It is physically possible for the seller of advertising to know just where his medium goes—how many readers it has in every city, town and village. It is physically possible for him to know, precisely and intimately, all about representative groups of readers here and there, throughout the entire field covered—who they are and all about them. The more exhaustive this information is, the more carefully it is compiled, the greater the number of questions it can answer, and the larger the number of groups of readers it covers, the better is the seller of advertising able adequately to prove his averages and thus meet the modern requirements of his task.

The Duties of the Seller of Advertising

What sort of man should the seller of advertising be? Volumes have been written upon successful salesmanship;

there is no need to dwell upon that subject here. It should be pointed out, though, that the seller of advertising should be honest with those whose patronage he seeks.

In all the world of business there is no triumph so poor as selling a man something he doesn't need.

In all lines of business we often hear salesmen boast of overcoming apparently insurmountable obstacles and selling a man a bill of goods of staggering proportions—but they say nothing of whether the man really needed the goods—whether it was a good "buy" for him as well as a ten-strike for the salesman. If it was not, the salesman in such a case has made an enemy instead of a friend and probably lost a customer for his house. Could anything be more foolish and shortsighted?

This is true of advertising as well as of other commodities. Leading an advertiser into unwise expenditures for space not only destroys his faith in one medium—it convinces him that advertising doesn't pay and is responsible for a fresh mound in the advertising graveyard.

It is not good salesmanship for a solicitor for a woman's publication to secure a contract from a maker of men's neckwear. This is the general rule; there are exceptions to it. For example, experience and observation may lead a solicitor honestly to believe that his periodical is so largely read by the men in the homes into which it goes as to make it a profitable "buy" for a maker of men's goods. He may believe, too, that the part which women take in selecting and even purchasing articles of men's wear is a factor of weight. In such a case, it is proper for him to

state his views to a manufacturer of men's neckwear, and if he finds that the manufacturer holds similar views and is willing to test it out, to let him make the experiment—always with the understanding that it is an experiment and that the result is problematical.

Such a course, if honestly undertaken, is perfectly just and fair, and may prove most fortunate to all concerned—in which case the solicitor will know that his medium will sell men's goods, and have the facts and figures to prove it.

Broadly speaking, however, the seller of advertising should be as ready to warn as to urge, accepting no business that he does not honestly believe his medium is entitled to, and advising against the too lavish use of space in cases where the advertiser must have results and is not buying full pages and double spreads simply because he is making a lot of money and loves to "splurge" with it.

Also, and in conclusion, the seller of advertising should be a creator of business. He should recommend other publications as well as his own when he knows that the advertiser's interests will thereby be best served. He should not spend all his time in chasing around in a circle, trying to sell space and more space to present advertisers. A liberal portion of his time should be spent in searching out manufacturers who are not advertisers but who should be. The businesses of such men he should study carefully, analyzing them point by point, making sure that the proposition is advertisable before advising a campaign, and, if it is not advertisable under existing conditions, explaining

to the manufacturer just what he needs to do in order to place himself in a position to become a successful advertiser.

Business is created by taking thought, by studying a situation from every angle, by making sure that every detail is right before a dollar is spent. Business is not created by painting rosy pictures and telling wonderful stories to the manufacturer, thus inducing him to advertise without having the slightest idea of whether or not he is in a position to advertise. And the seller of advertising who does not create business is a failure. He may dwell in ignorance of that fact for a long time, but he will find it out.

PART II

REQUISITES OF SELLING ADVERTISING SUCCESSFULLY

By COLONEL WILLIAM C. HUNTER,
Advertising Manager, the Boyce Publications, Chicago

The secret of good salesmanship is the ability to show that the thing you sell will bring a profit to the man who buys.

Ask a hundred advertisers if they "want to buy some advertising space today" and you will get a hundred turn-downs.

Go to the manufacturer whose product is intended for country people if you represent a paper which is read by country people. Show him where your papers go. Tell him how many you print and talk along the line of introducing his product to your readers.

That talk will interest him more than a wilderness of words or a lot of statistics showing your "advertising gains over last year."

The successful jewelry salesman hunts up jewelry stores rather than to waste his time arguing with the hardware dealer that he should handle jewelry.

Advertising is the only thing sold these days that disregards inches, gallons, or pounds. Everything else has a basis so that the buyer can definitely compare price with quality and quantity.

In advertising, the sale is made on mental impression. The results from advertising expenditure are poor, medium, good or splendid, but in no case can the buyer of advertising figure exactly his profit.

Therefore the study of the advertising salesman should be to stage the proper mental attitude of the buyer until the buyer is in a receptive mood.

Arguing is the most difficult method employed by advertising salesmen. And it is generally used by fake solicitors.

The plan for the solicitor should be:

First. Study your own product; know your readers and their likes and dislikes.

Second. Analyze every advertiser, and list only those whose goods are suitable to your readers.

Third. Waste no time on advertisers whose goods are not suitable to your readers.

Fourth. Don't be a "one-time" solicitor.

Fifth. Keep your word.

Sixth. Cultivate the confidence of your customers.

Seventh. Don't bluster. Play the soft pedal.

Eighth. Don't call on the advertisers too often or too seldom. Call just often enough to keep your welcome.

Ninth. Make your visits short.

Tenth. Stand up when selling. Sitting down makes the impression you will be long-winded.

Eleventh. Don't roast your competitor.

Twelfth. Don't give tips to other advertising solicitors.

Thirteenth. Smile. Don't fawn.

Fourteenth. Don't overwork the politeness game.

Fifteenth. Don't argue. But use logic when necessary.

Some solicitors go on the principle that getting the customer is the thing, and they will not hesitate to argue a seedsman into a club paper or a tiffany into a bricklayer's paper.

Such solicitors look at selling advertising to a man who doesn't need his paper as smart.

The successful solicitor is always the one who brings the right kind of customers into his paper.

He gets and holds the right kind of customers.

Advertising solicitors are often looked upon as a sort of confidence men selling blue sky for "long green."

And this is because there are a lot of fly-by-night schemers who know not honor and whose whole attitude is, as they express it, "get the coin."

Nevertheless, maligned as much as advertising solicitors are, the very rules that apply to selling iron, clothing, machinery, etc., are in entire harmony with advertising sales-

manship; and these rules are confidence, fairness, truth, honesty, frankness.

In merchandise salesmanship, truth and honesty may be checked up by price, quantity and quality.

In advertising, only partially can this be done.

One clerk is honest so long as there is a cash register to check his accounts.

But the true honesty is in the heart of a man. One man will swindle another when it's a battle of wits, yet this man, if put on his honor, would be square.

So it's necessary to be honest and square not only for policy's sake, but for your own sake.

I've been at this advertising business for twenty-five years, and those who have come through and are leaders in the field today are the "square men."

And the smarties, wonder-workers, spellbinders, corkers, hustlers, entertainers, good fellows, have all been counted out.

Character is a great asset to a man. And in no vocation is this attribute more valuable to a man than in advertising salesmanship.

PART III

THE PROFESSION OF ADVERTISING

By W. C. FREEMAN
Advertising Manager, The New York Evening Mail

If there is any profession in the world that requires a greater amount of originality, ingenuity, integrity, intelligence, diplomacy, enthusiasm, earnestness, energy, than the Profession of Advertising, then please name it.

The doctor, the lawyer, the minister, has fixed rules to follow, and any man who studies can become any one of the three.

If he excels in his profession, it is because he has studied harder than the others—because he has learned how to apply his knowledge better.

In the Profession of Advertising there are no set rules to follow. It is Intuition, or Genius, or whatever you choose to call it, that makes a man successful as a solicitor—or a writer—of advertisements.

He must be a Creator of Ideas, to succeed.

It is impossible to solicit advertising successfully unless it is born in a man. It is impossible to create new business unless the solicitor knows how and what to suggest.

It is impossible for an advertising agency to make an advertising campaign successful unless the men composing it know salesmanship better than any other class of people on earth.

It is impossible to write good advertising copy unless you know nearly as much about the business that is to be advertised as the man who owns it.

And then the writer must know how to interest the public—how to touch a responsive chord.

The men earnestly engaged in the advertising business are very proud of their profession.

They realize that their profession is yet in its infancy.

They have seen it grow into a very noted profession—yet its real growth has only started.

More than ninety per cent. of the members of the Advertising Profession represent a very high type of intellectual, honest manhood. They are far above the average man.

They are thinkers, creators and hard workers. Many of them hold to higher ideals than most men. Most of them are sincere. Nearly all of them are truthful.

Collectively they are doing a great work. They are advance agents of prosperity.

They are always optimistic. They are hard to discourage. They refuse to accept defeat.

They are persistent yet polite—aggressive yet considerate—patient yet they know how to resent—courageous yet gentle.

The successful business men of the country know how invaluable the profession of Advertising is to them.

The advertising men are a great force in the development of the country.

The Gospel of Persistency

A solicitor of The Mail recently called at the business place of a firm that makes a famous piano with a view to getting them interested in advertising—not only in The Evening Mail but in all other newspapers, on the general principle that every merchant who has a good article should advertise it.

Our solicitor when he called met the general manager, who told him in a confidential way that there was no use of his submitting any advertising proposition to his house because the piano they made was really the best in the world, that it did not need advertising, whereupon our young man said:

"Is that so? I really did not know that, and I am sure that there are a lot of other people just like me. I supposed that ——— piano had about as fine a reputation as any piano that was ever made."

The manager said he could demonstrate that their piano was better. The solicitor, who knew his business pretty well, said that wasn't the kind of a demonstration he wanted—he was not able to judge the difference between the piano he had always thought was the best and the piano this firm was making, but he said he could be made to believe it was a good instrument if some intelligent advertising were used in his and other newspapers, setting forth the strong points about the piano—why it was excellent—why it would give good service—why it was all he claimed for it.

The manager said he regarded his house as being above advertising; that the business was too high-class to advertise either in newspapers or magazines. This was the manager talking, mind you—not a member of the firm. The member of the firm that the solicitor wanted to see was out at that time. He was persistent and said he would like to see this member of the firm if it could be arranged, so the manager said, "If you call later in the day maybe I can have our Mr. So-and-So see you."

The solicitor called again, all right—the member of the firm was busy and the manager called him on the telephone and the member of the firm said:

"I will see this gentleman from The Mail within two or three weeks and talk to him about an advertising campaign. I think we should do some advertising in high-class papers."

This was a knockout blow for the manager, but he immediately changed his tactics and said he didn't know but that it would be a good idea to let all the people in New York and vicinity know they manufactured a fine piano—in fact, he said he would be delighted to have his house advertise—it would be just the thing to stir up business.

We advertising solicitors run across some funny things in our tramps around town for business.

Bringing Home the Argument

One of the solicitors of The Evening Mail called on a merchant the other day who, before the interview took place, was not a strenuous believer in advertising.

He said to our young man that he did not believe he could make advertising pay.

The young man said:

I know that advertising will pay you or anybody.

How many advertised articles have you on your person?

Where did you buy your suit?

Where did you get that hat?

What collar is that you are wearing?

What make of shirt have you got on?

Where did you buy that fine necktie?

What jeweler sold you that scarfpin?

Where did you buy your shoes?

What make of underwear have you got on?

Where do you buy your hose?

The merchant thought long and hard after the above questions were asked of him in rapid succession.

He acknowledged that nearly all of the articles he wore were advertised articles.

The solicitor told him that everything he wore was also an advertised article.

Then the merchant and solicitor compared notes as to the number of advertised articles that each had in his home.

It was discovered that the furniture had been bought from different advertisers—that the clocks had been bought from a well advertised jewelry house—that the silverware had been bought from several advertised specialty houses in this line—that the books had been bought from several publication houses—that the piano, china, dishes, kitchen utensils, vases, screens, rugs, couches, pictures, jewels, cur-

tains, bric-a-brac, lamps, soap, tooth powder, tooth brushes, linen, and all the rest had been purchased from advertisers.

The merchant became convinced that perhaps it might be a good thing to advertise.

He is thinking it over.

He will advertise all right, and soon, because when he thinks what an influence advertising has on him he will say:

"Why can't I influence people to buy from me?"

He can and he will.

Why should not everybody advertise?

It is the only way to make a business a big success.

Consistency

"Let me see, what did I tell this man the last time I called on him?"

The above quotation is a story unto and by itself.

Therein lies the real reason why some advertising solicitors do not succeed—they do not tell the truth.

The ordinary advertising solicitor thinks that he must talk circulation for one thing; and he frequently forgets when he calls the second time to see an advertiser what amount of circulation he quoted the first time he called.

If he works on a newspaper whose rates represent a sliding scale, with many variations between zero and blood-heat, he forgets to which rate his tongue referred on the previous call; therefore, when he goes in the second time

he says to himself: "Now, what did I tell this man the last time I called?"

These are the men who discredit the advertising business. Every profession has to suffer from men who are not on the level.

Good lawyers suffer because there are many cheap, tricky lawyers.

High-class insurance men suffer because cheap tricksters in that line discredit the business.

The same thing is true of every line of business—good men are harmed by the bad men.

Newspaper publishers are frequently at fault in employing men about whose personal character they do not seem to care a rap. They think if a man is glib of tongue and energetic, with very little brain power, that their papers are big enough and strong enough to send this man out on the street, and no matter what he does he will bring in business.

As a matter of fact, the impression they make on advertisers is a bad one—they hurt the business and injure the papers they represent.

The only way to present your publication to an advertiser is to tell him the truth about it—be as frank about its weakness as about its strength—be absolutely straightforward in everything that is told to an advertiser.

If the circulation is small, tell the truth about it—you can give a reason why an advertiser of character can use a newspaper of character circulation, and you can always tell an advertiser who wants big circulation why he can afford

to use a newspaper of small circulation that is particular about its news and the advertisements it prints.

The advertiser is sure to remember what you say to him on your first, second or third visit, and you will not have any difficulty in remembering what you said to him if you told the truth, because the truth is the easiest thing in the world to remember.

No man now lives and no man has ever lived who has been a successful liar.

PART IV

SELLING TRADE PAPER SPACE

By ROBERT TINSMAN
Vice President Federal Advertising Agency

A trade paper goes to the distributor of the merchandise it promotes.

A technical paper goes to the consumer of the machinery or materials it promotes. The latter, therefore, must not be confused with the trade paper in this attempt to explain the method of salesmanship of trade paper space.

The American Machinist, Street Railway Journal, and Iron Age are technical papers. Their space selling story is as simple as the Saturday Evening Post's. The Dry Goods Economist, The Haberdasher, and Jeweler's Circular are trade papers, and many interesting sidelights accompany trade paper canvass.

Why Is a Trade Paper?

Before I answer that question, let me dismiss all but good trade papers from our consideration. It is admitted there have been black sheep in the trade paper flock. No class of publications, however, is exempt from some backsliders, promoted for revenue only, with the idea of getting rich quick and getting away quick. But to-day is the day of decency, and such journalistic sore spots are few and far between.

Why, then, is a good trade paper and how should it be brought to the attention of the prospective advertiser? Because business thrives on business news; and a good trade paper selects and condenses the business news of a trade and places it in tabloid form before a business man as often as he needs it. It exists therefore to supply a definite need. The fact that a paper like the Dry Goods Economist has enjoyed uninterrupted publication since 1846 is proof of this fact. Therefore the salesman of space must show that a trade paper fulfills the first fundamental of a valuable advertising medium in being of vital value to its readers.

Its Circulation Has Certain Character

Why is trade paper advertising valuable? Because it reaches each reader in a receptive mood, with his mind on business bent, and involves no waste whatever. These two questions and answers are the trade paper argument in a nutshell and every advertising student must admit they are convincing enough to prove the place of the good trade paper in every complete campaign for such merchandise as is sold in a retail store.

Take your prospective advertiser a little deeper into the subject and show him what makes the trade paper indispensable to the enterprising merchant. Very few advertising men have a real knowledge of the broad scope and educative value of the trade paper. Open one up: Show him the editorial survey of national topics in the trade addressed—the birdseye view of world-progress for the

information and inspiration of the proprietor. Then the market news, covering everything from raw materials in India, perhaps, to miladi's toilette in Peacock Alley—forecasts and predictions of inestimable value in guiding the merchant's purchases. Point out to him the trade notes, who's who and what he is doing from coast to coast. Then the special articles by or about prominent merchants for the instruction of the others. Have him notice also the suggestive matter; page after page of creative ideas for salespeople, the window trimmer, the advertising manager. Everything is included that can uplift the store's endeavor. One great trade paper also has special departments of store-systems and accounting; store architecture and construction.

Convince the skeptic that such a paper is a factor for progress—a school for enterprise. And don't you want to believe that its readers trust and depend upon it?

Prove to the advertiser there is not another class of journalism so exacting in its editorial requirements; that all trade paper contributors must be merchants themselves—and are. They have graduated from great stores; and are trained to the thoughts of their readers, their needs, and their desires. They do not guess—they know; they must know. Accuracy is paramount to imagination in trade journalism.

You need not argue advertising into a trade paper like this—it comes by the power it creates in its readers.

But here is Mr. Jones, who makes something that mer-

chants sell; he never did advertise, and doesn't want to, in a trade paper or anywhere else.

First Mr. Jones must be made to admit the power of your trade paper among his merchants.

A few letters from some prominent readers may open his eyes.

Yes, but he reaches them all with his trade circulars.

There is your chance! Compare costs; ask him which he prefers, a chance at the waste basket or a certainty on the desk—whether he prefers to call as an invited guest. Make him think!

And think yourself; a good advertising solicitor is no book agent; a good advertising medium is no take-it-or-leave-it proposition. Instilling the advertising idea into Mr. Jones' system may have to include some selection from his line of an advertisable article, the suggestion of a name and a special plan of promotion for it.

Make Him See the Light

Not so hard when you know the line and its market—which the thorough solicitor for the good trade paper ought certainly to do.

Now, Mr. Jones begins to see some light; his proposition begins to assume a new individuality with his trade, and lo! a new advertiser is created!

Then take care of him; watch his copy, sustain its interest, maintain its truth, and he's there to stay, year in and

year out. The national advertiser requires less effort—facts and figures will do for him. The trade paper with the tabulated circulation, arranged by states and ratings, so many readers with so much purchasing power for so much money per page per year.

Show him how the merchant must know the facts of the national campaign and be led to co-operate with it; the trade press affords the quickest, cheapest transportation to such support—he **must** use it.

Selling trade paper space is like selling anything else—know it, believe it, sell it. No set of rules can govern any solicitor's conduct—these simple fundamentals are half the battle, his own personality is the other half.

The Good Solicitor

There's no begging the question that the good solicitor is the greatest creative force in the world's advertising. He is the one that digs up the business, and without his day's work great publishers would languish and great advertisers remain mediocre manufacturers.

By a good solicitor I mean the sort of fellow who can grasp advertising possibilities and lead the advertiser to a realization of his promises. Not so many solicitors qualify in this class. There are too many copychasers—who classify with the peddling business.

A good solicitor does a whole lot more than sell space. He must be a broad-gauged business man with an intimate

knowledge of every business that he solicits. If he wants to sign a hosiery account for his agency or his publication, he ought to know all about the ways and means already employed to make some hosiery names so prominent. "Holeproof" and "Hermsdorf," "Onyx" and "Gordon Dye," should be instances which he can mention, discuss, and explain.

He should know in advance whether the jobber should be enlisted in the campaign, or the retailer had best be approached direct. He should be able to forecast business conditions in new territory. He should select the most capable advertising feature in the rough, so as to report in detail the sort of plan most likely to succeed, before his firm proposes a formal plan.

Multiply this information to be gained by a score of others just as valuable, and you get some idea of the research and observation necessary to the equipment of a good solicitor. Once he gets it, he will never fail an audience. He will not always be able to sign the business, but he will get attention.

He has something to say—that's why. His is the give and take game, with the accent on the give. His customers soon know that time with him will not be wasted—that his ideas can make money for them.

That's something that the good solicitor never forgets. His call, to be welcome, must not be merely a plea for profit for himself—it must show the other fellow that it is in his interest entirely. And so the good solicitor stores up

information on new inventions, improved systems of sales and distribution, pronounced advertising successes in all fields. He becomes a live wire of useful knowledge, which is ready for his customer's tap whenever he calls.

The good solicitor is a man of many manners. He's a good mixer in any company, which doesn't mean that he is ever insincere. Far from it. A man worth something is the man with so decided a personality that he can't change it. But he can adapt that personality to suit conditions as they confront him.

It takes all kinds of good solicitors to run this merry advertising world—personally speaking. There's the solicitor with the still, small voice, and the close-to-you air of confiding innocence. And there's the strenuous solicitor, with honk-honk accents, and a slap on the back by way of brusque business. They both sign contracts. Be yourself. Make your customer like you for what you are, and what you give him.

But the good solicitor never forgets that his customers demand study, just as their business does. He can tell in half an hour what pleases and what bores in the subjects discussed. And so he guides his course.

The world wants more good solicitors. They can't develop fast enough. As they arrive they depart—to head business of their own or to command the forces of a corporation.

They are men who succeed because they study and they work. How they do work!

They make big incomes, and they earn them. They are the motors that drive advertising to its destiny, confident in their resources, secure in their position as mighty factors in a great cause.

PART V

GOOD COUNSEL FOR SOLICITORS

By GEORGE H. PERRY,
Former Advertising Manager of Siegel-Cooper Co., New York

I was talking to a prominent advertising manager in this city, and in referring to his staff he said that one of his men who made fewer calls than any of the others brought in an enormous amount of business, which was due to the fact that he never went to see an advertiser or a prospective advertiser without having something to say to him. Most solicitors go in to see a man, and to my mind the most they have to say is "policy talk." It is very easy to understand how a man with a small business can lose time with a solicitor who has nothing to say. It is not good for the newspaper, and it is not good for the advertiser.

There is a sort of theory among solicitors that advertisers must be seen regularly every few days or every week. They start out with a list of advertisers whose advertisements appear in other papers, and they must be seen before they return to the office. From the standpoint of one who has been in the advertising business a number of years himself, I think this is a great mistake. It makes the buyer of space take a wrong attitude toward a newspaper. He gets so that he expects that every time a solicitor comes in his time is to be taken up, not with getting suggestions as to

how to advertise, but a lot of "policy talk," or something about a change in rate.

It is the solicitor who has something to say that gets the business. It seems to me that the ambition of the solicitor should be to create business rather than clip advertisements from another newspaper and try to get them for his paper. I should give business to the man who could "show" me how to advertise. An advertising solicitor should make new business. How? By trying to find people, first, who have never advertised, and who ought to; second, those who have advertised in the wrong medium; third, those who could advertise more than they do. The man who is going to get business is the one who can go to an advertiser and, after being shown an advertisement set in 200 lines, can show him how to have it set in 100 lines, and still have all the matter in the advertisement.

The young man of whom I spoke before went down Seventh avenue and within five blocks he got three absolutely new advertisers—about $200 per week. If he were to keep up that rate for a year, you can imagine what a rake-off he would get. Be a creator of new business, and above all, do not waste an advertiser's time.

PART VI

PSYCHOLOGICAL SALESMANSHIP AS APPLIED TO THE SELLING OF ADVERTISING AND ADVERTISED GOODS

By ARTHUR HENDRICK VANDENBERG,
Publisher The Grand Rapids Herald

The Problem of Salesmanship

The problem of salesmanship is old as commerce. It has been discussed in ten thousand volumes. If all its theories were marshalled into a single library, even the bookish generosity of a Carnegie would scarcely foot the bill. And yet, since every penny of the entire world's business represents at some stage of its development the problem of barter and sale, it is small wonder that this question of salesmanship—the one common factor to be reckoned with in every business, large or small—should continue to be a favorite topic for popular discussion.

Under such conditions it would be an optimistic author who would present a theory of salesmanship as new—truly new in the sense that in both conception and development it is entirely original. To discover a new truth, however, is of less practical advantage than to reveal an old one. It is here that merit is claimed for this unostentatious treatise.

Many a salesman is today a "psychological salesman"

without recognizing the true secret of his success. Psychology—the science of the mind—is really itself as ancient as the race. Its original subject was the first man. And yet psychological research, in practical development, is comparatively modern. So "psychological salesmanship," though old, is still new—new, at least, in the profitable sense of popular recognition and application to the crucial problem of modern commerce.

It will develop that "psychological salesmanship" possesses no formulas which automatically produce their own answer. It will develop that "psychological salesmanship" is susceptible of myriad interpretations. There will result divided opinions as to what true "psychological salesmanship" really is; and whether it is worthy or otherwise.

For example, there will be an open question whether or not the Chicago Trunk and Leather Goods Store was really "psychological" when, instead of advertising the usual stereotyped form of a "marked-down sale," it reached the same end in an immensely profitable sale which was advertised as follows:

THE SILENT SALE, beginning August 1st. Each Sale Piece will be Marked and Sold for Cash at its Regular Price. A Sealed Refund for the Amount of Deduction Being Enclosed, and Becoming Effective Immediately Upon Payment of Purchase Price. Keep Your Eyes Open for What You Want. YOU CAN'T LOSE.

One critic will find true elements of "psychological salesmanship" in this little announcement. But one advertising periodical has already passed the following comment:

> We haven't heard whether the idea has won out or not. But there are good reasons why it should have. It appealed to the gambling instinct, which pretty nearly everybody possesses, to a greater or lesser extent, whether cognizant of the fact or not. The offer would appear more like giving a real reduction—on goods the value of which is not as generally understood as that of butter and sugar, for instance—than in the case of the more common "marked down" sale.

There will appear, however, many indisputable truths which every salesman will be glad to acknowledge and apply. This treatise is not written for professional psychologists, let it be announced here and now. No effort is apparent to keep within psychological technique. The thoughts, on the contrary, are intended for consumption by salesmen and students of sales methods.

Psychological Salesmanship

It is strange that in the multiplied forms of discussion of salesmanship the connection between salesmanship and psychology has never been charted. And yet there is daily tangible recognition of the truth of this theory without the

direct physical recognition which a moment's thought will immediately develop.

The handiest book of popular reference is the family dictionary. This guide suggests that psychology is "that branch of knowledge which deals with the mind." This is simple and entirely understandable.

On the other hand, no less an authority on salesmanship than Hugh Chalmers—for whose selling abilities the National Cash Register Company paid $72,000 a year, and who is now the guiding spirit of the Chalmers-Detroit and other successful automobile manufacturing concerns—Hugh Chalmers says that "every sale first takes place in the buyer's mind." This, too, is language easily consumed.

Every sale first takes place in the buyer's mind. Psychology is that branch of knowledge which deals with the mind. Therefore, successful salesmanship is psychological salesmanship. Therefore, the theories of psychology should be axiomatic to the salesman. And, lest this preface seem to prophesy a merely technical discussion of a more or less intangible science, let me say at once that I shall prove my case—not out of the libraries of psychological dreamers, but out of the successful experience of those who have applied psychology to the market places of the world and found it to be a fact and not a fiction.

The First Impression

It is the popular and expected formula for the successful salesman that he must be "neatly but not overly dressed;"

that he must be "courteous and always a gentleman;" that he must "keep clean and carry a breath which is free from liquor;" and so on through the gamut of commercial etiquette. Why? Because of the necessity of creating a favorable "first impression," runs the ordinary answer of the surface thinker. What has the "first impression," made personally by the salesman who offers you a line of books, to do with the actual merits of the books themselves? What has the personal impression made by the salesman to do with the intrinsic value of the books as a purchase? Nothing; absolutely nothing. Where, then, is the reason for the value of "the first impression?"

Find your answer in psychology—which has more to do with successful salesmanship than all the rules that were ever spread for the consumption of the ambitious. Broadly speaking, in any state of mind—and every sale occurs in the mind before it reaches the order book—we find, first, that we are aware of a certain change in our sensations, thoughts, or circumstances; second, that we are pleased or pained with the change; and, third, that we act accordingly. In other words, action—the action of buying, in our case—is preceded always by feeling; and feeling, by a change in sensation, thought, or circumstance—the impression originally created, in our case, by the salesman long before the physical barter and sale occurs. Hence the value of "the first impression" and the unconscious recognition of this theory of "psychological salesmanship" even in the elemen-

tary rules laid down by teachers who have prescribed for those who would sell successfully.

The inevitable conclusion to this logic is obvious. A sale occurs first in the mind of the buyer, before the verbal or written order results. The motion in the mind precedes the physical action which culminates on the order book; just as a child, learning to walk, wills each motion before walking it. The action in the mind is preceded by two distinct psychological conditions: first, we are aware of a certain change in our sensations, thoughts and circumstances; second, we are pleased or pained by the change, and proceed accordingly. All salesmanship, therefore, reduces itself, psychologically considered, to this one great problem.

The Goods Should Sell Themselves

What initial presentation of my proposition, as a salesman, will be most likely pleasantly, invitingly and alluringly to create that mental condition in you, the buyer, which will permit my goods to sell themselves? The salesman does not sell the goods. The salesman creates the psychological —the mental—condition which permits the goods to sell themselves. The blacksmith might pound a cold horseshoe all day and all night long, with the mightiest hammer in his forge—and not so much as make a dent. Yet, when the horseshoe lies even momentarily in the warm glow of the coals, fanned into activity by the smithy's bellows, it is at once susceptible to the slightest will and wish of the operator. Just so, a salesman may pound upon a cold buyer,

all day and all night long, without even so much as a single responsive opening; yet if he precede his proposition with a psychological introduction — warm the mental coals, as it were—he needs no such titanic effort in his work. The goods will sell themselves. This, then, in the final analysis, is the true key to the problem of salesmanship. How shall the goods to be sold be introduced to the buyer so as to create advance mental desire—the sensation, thought or circumstance which produces pleasure, interest and satisfaction, in the logic of the psychologist? Answer that, and you have the formula for successful salesmanship.

It cannot be answered for all problems in salesmanship by one single blanket formula, because psychology is essentially individualistic. Every mind operates in its own way. But every mind operates in some way. Every problem in salesmanship, psychologically treated, requires individual analysis—individual discovery of constituent elements and individual application of the required mental action which is to induce the preliminary mental sale. But there is no problem in salesmanship which, if psychologically solved, will not assure itself of success in advance. There is the prime beauty of psychological salesmanship. It guarantees its own success. I shall show where thousands of dollars were made in one specific case, for example, by the application of the true principles here presented; how it was made before a penny was invested in the project treated; and how any other system of salesmanship or any amount of capital invested could have otherwise resulted only in failure.

Let me urge that psychological salesmanship has nothing to do with hypnotism or its kindred phenomena. It is not the art of the fakir who must depend upon his wits for his profits. It is simply recognition of the principle that every sale occurs in the mind of the buyer before it occurs in the order book; that it is more important to create the mental sale than the physical sale, because one must precede the other.

Let me repeat, also, that psychology is necessarily individualistic. There is no royal road to its successful, uniform application to all problems, because conditions of all problems are never the same, and because all minds—in which we are creating our sales—do not respond to the same sensations. "The twilight which sends the hens to roost, sets the fox to prowl; and the lion's roar, which gathers the jackals, scatters the sheep." The mental receptiveness of the college professor is vastly different from that of the digger of graves. But all hens roost at the twilight, all sheep scatter when the lion roars, and all college professors will respond to approximately the same psychological salesmanship. In other words, we cannot present a formula for psychological salesmanship which will answer all problems; but when we arrive at the proper treatment and methods for any one problem of salesmanship, it will approximately serve for all buyers to whom this individual proposition is to be presented.

Leading the Buyer's Mind

As a sale is preceded by a mental function in the mind of the buyer, so psychological salesmanship indicates that the offering of the goods themselves—using goods as a composite term for all articles that may be offered for sale—must be preceded by an offering to these mental functions. Let it be understood that in applying psychological theories to problems of salesmanship, we shall not speak in the accurate terms of the psychologist because his distinctions between sensations, movements, emotions, and varying mental functions are too technical for popular comprehension, and too narrow for the limitless subject of salesmanship.

Since the sale takes place first in the mind of the buyer, so, if the introduction to a sale can be aimed at the buyer's mind instead of his sense of sight—as would be the case if the goods were before him—the chance is better that the proper and logical introduction will be made. And there we find the great fundamental principle behind psychological salesmanship.

> It is easier to sell goods before they are in existence than it is to sell them with a completed article before the buyer.

Such a statement is revolutionary. At first glance it appears to be a reflection on the goods to be sold; an insinuation that they are not inspection-proof. But such is far from the case. More sales are killed by mental prejudices

than by faults in the article offered. One minor mental prejudice will kill a dozen major mental thoughts of approval; just as one grain of quinine will poison an entire glass of water. When a salesman presents the finished article he has to sell, coincident with his initial selling talk, he forces upon an inanimate object—the goods themselves—the responsibility for starting in the buyer's mind an affirmative mental process; and he overlooks the one great axiom that, since a sale first occurs in the buyer's mind, the mental processes of the buyer will respond to nothing so quickly as a harmonious mental process inaugurated in the mind of the seller. So much for the theoretic—and somewhat redundant—statement of the hypothesis.

Why is it easier to sell goods before they are in existence than afterward? First, because the proposition is directed solely at the mind of the buyer, without any distractions—and it is in the mind that every sale first occurs. Second, because it is human nature to seek what is popularly termed "the ground floor" in all commercial propositions—and the suggestion of a purchase in advance of manufactured completion is a suggestion to the mind of the buyer that he is in on the proposition ahead of the common throng. Third, because the actual completed object to be sold is pictured in the mind of the buyer by his own desires. His mental faculties, left somewhat to their own imaginative and speculative tendencies—start their own train of affirmative thought—and every man likes to think he is thinking for himself.

The Problem of the Automobile

Is it not easier to sell a 1911 automobile model in the summer of 1910—perhaps only from blue-prints and pictures—than it is to sell the same car in 1911? Are not the methods of automobile factories—which systematically advertise 1911 models before the season of 1910 has fairly begun—mute, although probably unconscious tribute to this theory? Why is there such competition among makers to be the first to offer plans and announcements for cars for a new season? The answer lies in this underlying principle of psychological salesmanship which we are at present discussing.

A 1911 model, offered only from prints and specifications in the summer of 1910, is, first, an appeal direct to the mind of the buyer. It is not an appeal to any other faculties. It is a concentrated attack on the vital point in the enemy's defense—and every buyer is on the defensive. It is a concentrated attack on the mind—where the sale must first occur. If the actual car were presented first, the buyer might challenge a dozen minor characteristics, not a single one of which reflects in any degree on the real merit of the car, and not a single one of which would be lastingly obnoxious. He might criticize the tufting design used in the leather seats; the tint of the body coloring; the position of the steering column. Why does he criticize? First, because he is instinctively on the defensive and hastens to throw around himself a temporary breastwork of protec-

tion. Second, having offered a criticism, his pride and egotism lead him to search for supporting arguments. His mind—where the sale first occurs—is working against the sale instead of with it. On the contrary, had the sale been started in advance of the appearance of the car, the mind of the buyer would not have reached these trivial minor points until after an affirmative mental process had been started, due to the real merits of the real characteristics which should determine such a purchase. Then, when the car actually puts in an appearance, the buyer looks at it as his own instead of as the salesman's. There then exists no tendency to seek objections. On the contrary, the mind casts about for substantiation of the impression originally formed—and not only has the salesman accomplished his purpose, but the buyer is highly pleased. Throughout the transaction, furthermore, runs the mental satisfaction for the buyer in the thought that he is enjoying a special advantage over his fellows in ordering a 1911 car in 1910. Every man is at heart a speculator. There is always mystery in the intangible and the unproduced; and in mystery there is always speculative charm. Man enjoys the sensation of pioneership—even in so small a degree as is indicated in the purchase of an article before it is completed. It is all a mental process; but so also is the evolution of an order. Such is psychology as applied to salesmanship.

It is not proposed that extravagant representations which there is no intention of fulfilling should be the means of inducing sales, when the completed article cannot meas-

ure to the promised inventory. The salesman who lies and accepts an order based on his fabrication is guilty of commercial larceny and deserves to be ostracized particularly by his fellow salesmen, upon whose profession the thief brings the shadow of his crime. But the salesman who most successfully secures that mental sale which must precede a physical sale, secures it in advance of any appearance of the goods themselves.

Selling Newspaper Illustrations

Here is further absolute proof of this contention. The writer of this treatise organized a newspaper illustrating syndicate which started operations November 1, 1907, and which had a year's profitable business on its books before the doors were opened—thanks to psychological salesmanship. That project was assured a splendid profit before it started; and, despite the fact that every promise was more than fulfilled, there was infinitely greater selling difficulty after the finished product was in evidence than before there was a finished product in evidence. There was more profit made in the two months preceding the actual inauguration of the business than in the twenty months that followed. It was not the fault of the finished product; it was the lack of that psychological situation which can only exist before the goods to be sold are in actual evidence.

Before the illustrating syndicate commenced operations, its work was entirely in the prospective—in other words, entirely a mental conception. The buyer accepted the

prophecy of the salesman and, if interested at all, shaped it to his own mental ideas of what an illustrating syndicate ought to be. There was none of that friction which would have resulted if a completed month of the syndicate's illustrating pictures—the goods to be sold—had been in evidence. Then, out of 200 pictures, the buyer—who in this case was always a newspaper publisher—might have disliked perhaps ten and declared them unavailable for his use. He would still dislike the same ten if delivered on an order secured before the goods were in evidence. But this 5 per cent waste developing after purchase would appeal to him as extremely small and perfectly normal; whereas the same 5 per cent waste, in bald evidence before purchase, would have presented a disturbing element which would have been inclined to hinder, if not block, such an affirmative mental process as is necessary ahead of a sale. Such is the impressionable fabric of the mind—where all sales occur.

Again, when the buyer gave his order ahead of the actual production of the goods, his mental conceptions suggested to him that he was getting a "ground floor" proposition as previously explained. Man always seeks an advantage. This seems an advantage. The buyer becomes a fellow-experimenter, as it were, with the seller. There is a community of interest. Not the seller alone is concerned, but the buyer as well. Such an affirmative mental process is started as can be secured in no other way. It prophesies sure sale. In the particular case of which I speak fully $35,000 of business was legitimately secured

through the operation of these theories of psychological salesmanship.

The Unwilling Buyer

"But my chief trouble," says one critic, "is that my salesmen do work so strenuously and insistently that they frequently force goods on unwilling buyers, who wake up the next morning and send back the goods. If my salesmen sold exclusively by advance representations, I fear I should be deluged with returns."

If a salesman sells his wares to a customer who is satisfied tonight and dissatisfied tomorrow, it is because he used personal magnetism and not psychology in his work. To force a sale is an invitation to fate to send back the goods when the salesman—with his force—has left. To force an opening for a sale is a vastly different matter. To interest a customer in a salesman's personality and to secure a sale as a result, is mere capitalization of the salesman's popularity. It is not salesmanship. It depends entirely upon the force and lasting quality of the salesman's popularity whether the goods will be accepted. But to interest a customer in a salesman's goods—in advance of the presentation of the actual goods themselves—to make a customer mentally confess that his wants are specific and that the proposed purchase will fill those wants—is to make assurance doubly sure that the goods will be cheerfully accepted when received; because an affirmative mental process when once started, continues to exist until its

purpose is completed. No forced sale was ever satisfactory to the buyer at the time the sale was consummated; the fact that it was "forced" tells why. A forced sale is the result of enforced persuasion and not of reason. Since the reason—the buyer's, not the seller's—is lacking, the affirmative mental process is lacking. Therefore the receipt of the goods does not culminate a mental transaction. On the contrary, it recalls the fact that the sale was "forced;" suggests that the goods were not wanted because they had to be "forced" before they were taken; starts anew the negative mental process which results disastrously for the goods.

> If a salesman cannot force a desire for the goods, by psychological methods, he should never force the goods.

These are not idle platitudes clothed in mere words. The earnest salesman will grasp the distinctions, necessarily fine, and coincide with the logic. It all goes back, in the final analysis, to the theory that the mind of the buyer must be prepared for the purchase before ever the thing to be purchased is presented.

The Mail Order Method

Why is the mail order method of transacting business usually successful? Because it is based directly on these enunciated principles of psychological salesmanship. The buyer buys—not from inspection of the goods themselves,

but from preliminary description. This does not signify that the goods when delivered do not fulfill the promises made for them; nor that the goods are not exactly as meritorious as the salesman has indicated in his mail order advertising. On the contrary, it is merely the inevitable result of the applied principles of psychology.

You read about a stove. You do not see the stove itself. Therefore the appeal is directly to your mental faculties—where every sale originates. Not having the actual stove at hand, your mind, taking the course of least resistance, unconsciously attempts to please itself with the printed description. An affirmative mental process starts —which is to say that a sale starts. It is a simple matter, then, when the stove arrives, for the affirmative mental process to continue and for the buyer's mind to find itself fully satisfied with the purchase. I do not mean that this is all that sells the stove. I do mean that it is the secret of the success which follows the method of salesmanship.

The wonder is that the retail salesman, who bemoans the successful competition of the mail order house, does not exert the same psychological methods on the retail buyer who enters his store to purchase a stove directly off the floor. Here the stove itself will be shown in the same continuous transaction instead of putting in an appearance several days after the mental processes have been started, as in the case of the mail order. But the lapse of time between the psychological salesmanship which should precede the actual display of the goods to be sold and the actual display of the goods themselves, is purely incidental.

In fact, the quicker this consummation can take effect, the better is the prospect of success.

The retail stove salesman can operate on exactly the same principle as his mail order competitor. In the first place, his local newspaper advertising has probably, if properly constructed, made the invaluable "first impression." In the second place, he can talk to his customers in advance of showing him any stoves at all—exactly as the mail order house talks to its customers through follow-up literature before it displays the goods at all. He can draw from his customer a description of the sort of stove the customer seeks. He can picture to the customer such a stove as he has on the floor which will answer the customer's demands. He can get the customer to say that such a stove, as pictured, will fill the customer's requirements. An affirmative mental process has been started. A mental sale has been accomplished. Then it is merely up to the stove itself to make good; and having put the customer in that mental condition where he is expecting to be satisfied, the customer is vastly more apt to be actually satisfied than if the stove itself had been the preliminary exhibit.

Psychological Salesmanship Not New

Psychological salesmanship has been really practiced for years by many salesmen who have not known the true reason for their success. There are undoubtedly some lines to which the theory cannot be applied; because it

takes an exception to prove a rule. But there is little doubt that this first principle—appealing to the buyer's mind and his mental faculties, instead of to his eye and his physical faculties—can be made the secret of the average selling problem.

There is a traveling man who has been out for a New York stationery house for years, selling psychologically—and yet he probably doesn't know why he so successfully interests his trade. This man takes his prospective buyer to his hotel room and shows him his samples of staple articles, in which there is rarely a change and but little profit to maker, jobber, or retailer. Then he turns to his leading proposition—not with samples, but with an appeal to his customer's mental faculties.

"We are working on something new," says he. "The house has been trying for some time to create a new tint in high grade box stationery. Our artists think they have found something superb. It's a delicate cross between a royal purple and a rose pink. It is something you'll like mighty well when you see it. Just as soon as it is out, I am going to have the house send you a sample."

The buyer's mental processes have been started. He is figuring for himself just how a delicate cross between a royal purple and a rose pink would look. He is making for himself a tint which would appeal to his own mind as something attractive and artistic. The mind seeks the pleasant preference to the unpleasant just as any rational person prefers pleasure to pain. The buyer's mind, as the salesman talks, is evolving a mental conception of that new

tint; and because it is entirely a mental process without the aid of visionary faculties, he is bound mentally to hit upon such a tint as would appeal to him as pleasing. When the salesman has finished, he has started a favorable and affirmative train of thought in the buyer's mind. The acme of psychological salesmanship would result in an order on the spot—as I have known it to work out time and again in this particular case. But even though there is no immediate sale, when the sample actually does arrive, half of the selling battle has been won, because in advance a pleasing mental impression has been made and an affirmative train of thought started. Started where? In the buyer's mind—where every sale originates.

Had the salesman immediately produced his sample of the new tint when he started to talk to his buyer originally, it would have been entirely up to the tint to make good. There would have been no real opportunity for salesmanship. If the "first impression" made by the paper had been unfavorable, the salesman would have had to overcome an advance negative mental process before he could have had even an opportunity to start anew an affirmative mental process. Why? Because the immediate presentation of the sample tint appealed to the eye before it did to the brain. The brain received its impression through photography from the eye. It's conclusion was visionary rather than mental. The presentation of the actual finished product left nothing to the buyer's mental faculties. When nothing is left for the buyer's mind—except to make an affirmative or a negative decision—the salesman leaves

everything to the goods and counts nothing on his salesmanship.

Display of Article Secondary

Thus psychological salesmanship continues to insist that display of the article to be sold is secondary and must always be preceded by an appeal direct to the buyer's mind—where every sale originates. It is the usual custom of a book agent to lay a copy of his book down before his buyer and turn the pages as he talks. Such a procedure is absolutely illogical unless the salesman is ready to admit that his sale depends entirely on the book and nothing on his salesmanship. But such a man is not a salesman. He is merely an order taker.

Why is it illogical for a book agent to lay his volume before you and turn its pages as he talks? Because the mind and the vision cannot work other than conjunctively. They need not work in harmony; the eye may be pleased while the mental sensation is displeasure. But the eye cannot study the story of the Battle of Waterloo on the printed page and the ear receive a verbal story of the total contents of the book, with any hope that at the end of the process the brain will know both the contents of the book and the story of Waterloo. While the salesman is attempting to start that affirmative mental process which must precede every sale, by psychologically discussing generically his proposition, his book should be out of sight. In fact, it should be out of sight, if this be possible, until the mental sale has been completed.

But, you say, suppose the salesman, when telling me of the contents of his book, turns the pages of his book in harmony with the story he is telling me about it. If he is talking of the Battle of Waterloo when he shows me the printed chapter about Waterloo, then there is no divergence of subject. Then the vision is merely assisting the impression upon which the mind lingers.

True. But even though attention be concentrated, how much does the concentration help? Suppose your glance at the printed page suggests to you that you really know all you need to know about Waterloo? Suppose your glance suggests that you already have in other books everything about Waterloo which this page would bring to you? Both impressions may be wrong; and neither might occur to you if you were taking your time to peruse the volume carefully. Yet it is the old psychological story of the "first impression." The moment one of those thoughts enters your mind your mental processes have started in a negative rather than an affirmative direction. You are unconsciously opposing the salesman's purposes. You are discounting his chance of success in advance.

But, you say again, what if the visionary impression not only coincides but harmonizes with the mental thought. Then, it is true, the display of the printed page aids salesmanship. But all of these premises must exist. None of the elements can be lacking; and the law of averages is too severe to make such ideal conditions sufficiently prevail to warrant a salesman in taking the chance.

There are a thousand reasons why the affirmative

thought in the buyer's mind should be started by the salesman before he produces the goods he has to sell. The introduction may be long or short; but it should precede. True psychological salesmanship requires no finished articles at all. Average psychological salesmanship requires them only at the finish.

The Psychological Showcase

Some retailer will say that if these theories of psychological salesmanship were to be carried to their ultimate conclusion—particularly that principle which insists that the display of goods to be sold should only follow mental introduction—there would be no such thing as a showcase and no such thing as an open stock for public inspection. This is probably partially true. There is only one reason for a prominent showcase display; that is, a display expressly intended to attract the eye of the buyer. When a buyer enters a men's furnishing store to buy a shirt, his mind is fixed on the purchase of the shirt. If an attractive showcase displays bargains in neckties which appeal both to the customer's sense of economy and art, the showcase will unquestionably produce a sale where no other method would have sufficed. If the showcase, however, had merely displayed an ordinary line of staple ties offered at the usual price for such toggery, the buyer's mind would have received no affirmative impetus whatever. In other words, not every showcase is a showcase. The name is a misnomer. The average showcase is merely a convenient

arrangement for the handy placing of a stock of merchandise so that the clerk can wait upon the customer with dispatch and ease. The only showcase which should make any attempt, psychologically, to create a sale by its own display, is that showcase which really presents merchandise which for any one of many reasons possesses a commanding attention—that will force affirmative mental attention without even so much as the psychological introduction which is the usual forerunner of an average sale.

But how about the man who wants the necktie? Should he find the top of the necktie counter submerged in a necktie stock—a veritable sea of multi-colored silks and cottons? Decidedly no. Before he is shown a single box, the salesman should find out what his taste in neckties really is; should describe to him some specific tie, which the stock contains; should secure his mental assent that such a tie would probably suffice; and then show him the tie. The introduction to the actual display starts an affirmative mental process. The customer prepares himself to be pleased instead of displeased; and then, if the necktie is as represented, the sale is immediate.

But suppose this very same tie—which is really exactly what the buyer wants—is brought out along with a dozen other boxes the moment the buyer indicates that it is a tie he wants. He is immediately faced with a dozen different styles, a dozen different fabrics, and a plethora of colors. There is a physical confusion; mental confusion follows. The buyer's mind is obsessed with a feeling of utter hopelessness. He sees points of attraction in a score

of different offerings. It is with difficulty that he concentrates his desire through the process of elimination. All of his mental processes are negative. He probably will buy before he leaves the counter, but he does not buy with that feeling of complete satisfaction which means that he will return the next time he wants another tie. If it is an article of greater value than a tie—an article involving a sum sufficient to warrant time to investigate further—the buyer may leave without purchasing at all.

From the salesman's point of view, furthermore, the most valuable things of all—time and opportunity—have been lost. When the buyer has passed through this latter process in his purchase, his mental inclination is to get out into the fresh air as quickly as possible. When he has made his purchase, on the contrary, by the former—the psychological—method, he is in a receptive mood to answer affirmatively that psychological query which comes from every good clerk who is on the job, "I think we have a special shirt which you ought to have to go with that necktie." Not the query, mark you, "Is there anything else?" That is worse than none at all. It is a repetition of the same old condition of hopeless chaos. It again throws the buyer on his own initiative. It again asks the buyer to think on his own resources. There is no delicate touch of mental leadership. "Is there anything else?" It is as overwhelming, mentally, as the counter full of neckties.

Think With the Customer

The successful retail salesman—whether in the dry goods store or the toggery shop—must think with his customer. In fact, he must think ahead of his customer. To think after him is at least an insult to psychological salesmanship. Having thought ahead of the customer, the salesman should concentrate his offerings. The customer knows that he can buy anything in the store—if he has the price and the inclination. He doesn't have to have the entire stock of the store thrown at him to create this impression, either. The man who wanted a necktie knows he can have any tie in the case. Therefore, the salesman assists him but little when he hands over the keys to the counter, figuratively speaking, and invites the customer to take his pick. There is nothing so baffling to the retail customer—and nothing so unprofitable to the store—as to be confronted with a thousand choices when he wants but one. There are customers who are exceptions to this rule. They want all the silks in the department brought down off the shelves—and then they go to another store and repeat the operation. But such a customer is not susceptible to psychological salesmanship in any form, because psychological salesmanship appeals primarily to the buyer's mind. It requires the buyer to concentrate his thought; and such buyers have nothing to think with.

Therefore, there is nothing lost by at least opening up on every customer along the lines indicated. The first

suggestion from the salesman may not drive home. But the process can continue until a sale results.

The power of suggestion has long been recognized. To discuss its phases would lead only to plagiarism. But "the power of suggestion" is an element of psychological salesmanship. Suggestion is a mental phenomenon. Psychology is mental. Salesmanship is mental. Therefore, the old, oft-repeated selling axioms regarding "the power of suggestion" are but old proofs to substantiate the theory of this treatise.

Making Way for Repeat Orders

The salesman—particularly the salesman who sells a wholesale product to a retailer—should not stop with his order. His "power of suggestion" should go farther. Having brought the mind of his buyer to an affirmative decision; having secured his order; then, when the mind of the buyer is absolutely in harmony with his proposition, this salesman should go farther and present helpful hints for aiding the retailer in disposing of the stock with which he has just loaded up. Why? To make way for another order as soon as possible? Yes, that and more. If the salesman has presented retailing suggestions to the retailer, every successful sale by the retailer will favorably recall to the retailer's mind the logic of the salesman through whom he originally did business. Since the recollection is favorable, the mental process continues affirmative, and therefore the buyer's attitude continues affirma-

tive. A wholesale salesman is charged with more than the merc necessity of knowing wholesale salesmanship, as related to his own line as well. The retailer will buy anything which he can, in turn, sell at a profit. Nothing will start an affirmative mental process more quickly than proof of this possibility of resale by the retailer. Therefore, if the salesman is equipped to make his proof—by suggestion—he is equipped to inaugurate that necessary affirmative mental process which will create a sale for him—and aid the customer himself to re-sell at a profit.

The "Copy Chaser" and the "Salesman"

An advertising solicitor who merely travels about, asking his customers whether they have anything for tomorrow morning's paper, is recognized to be a mere copy-chaser. A solicitor who brings you a timely advertising suggestion—with copy outlined—is a salesman. Why? Because he creates a sensation of desire; leads your mind into affirmative channels; excites your mental interest as to how that ad would really look if it were completed with a catalog of bargains from your stock. The newspaper—the finished product—is the final step in his display; it is the last exhibit in his process. He makes his mental sale first. He combines the two great elements in psychological salesmanship—he reserves his finished product until his mental conquest is complete—he capitalizes the power of suggestion.

The same principles apply to every detail in the game of selling goods—no matter how minute. Go back again to the old established axiom regarding "first impressions." In the case of the traveling salesman, in the case of any walking merchant who brings his proposition personally to the buyer in the buyer's own place of business, how is the "first impression"—another way of popularly saying "psychological salesmanship"—made in his case? Is it the old story of neat personal appearance and thus on through the calendar of etiquette? No; because the salesman may never even reach the desk of his prospective buyer; he may never come within striking distance, within which he can personally begin the psychological operation of creating the mental impression which is to result in the physical act of recording a sale. Why? In nine cases out of ten, lay the fault to the salesman's card—the little pasteboard press agent which precedes him to his buyer's mental vision. It is the card and not the personal appearance of the salesman which has the first opportunity at this "first impression" business. It is the card which has arrested the mental attention of the buyer, created a mental impression of pleasure or pain, satisfaction or dissatisfaction, interest or dis-interest.

The Use of Cards

Any salesman who carries a card and uses his card by way of introduction, gives to that innocent little bit of unpretentious paper—usually drummed out on a job press

in a print shop without even passing thought as to its import—the powerful opportunity of creating a mental opening—and all sales, mark you, occur first in the mind—which can render the succeeding steps of salesmanship either a matter of the greatest or the least resistance.

Put yourself in the position of the busy advertising manager for Bilkin's Soaps. The extent of your operations and the diversified demands upon your time and attention and thought require you to make every second count. In the midst of your morning's work, in comes a card—one more card in the plethora of cards which continuously overwhelm you. "James Wilson, Representing The Ladies' World," reads the card. What is your mental process as you take it in?

"I don't know James Wilson," you mentally proceed. "I do know The Ladies' World. This Wilson wants to tell me a long story about the value of his medium for advertising my soap. If I had time I'd like to listen to him for what I might learn. But I'm busy this morning. I haven't finished my mail. My advertising list is completed anyway for the next six months. I couldn't use The Ladies' World if I wanted to. I'll listen to Wilson the next time he comes through."

And Wilson, standing patiently in the outer office—amply equipped not only to make the necessary "first impression," but himself to follow it with the creation of the necessary mental condition which will result in an order—is refused the chance to give himself and his proposition a chance. Whose fault? Not Wilson's. But Wilson's card.

Suppose that card, instead of conveying a detailed biography, had simply read, in plain, high-grade, unembellished engraving—"James Wilson." Now, what is your mental process as you receive it in the midst of your busy morning?

"Who is James Wilson? Never heard the name. Card looks prosperous. I'm too busy to listen to any drummer. But perhaps he isn't a drummer. Perhaps he is one of our big customers come to town. Guess I'd better take a chance."

And Wilson is ushered into your office. He has passed the first great barrier. He has put you in a receptive mental mood. You have not discounted in advance what he has to offer. His mind is open to you. The situation is up to you.

It is my idea of psychological salesmanship that no salesman's card should describe his business or his home. It is a mortgage on the salesman's chance to reach his customer. If the customer is one whom the salesman expects to reach through personal friendship, the customer will recognize the name without the business. If the customer requires a description of the purpose of your visit with the card before he sees you, you can endorse a note in pencil on the bottom. Even handwriting is more psychologically interesting than cold type.

There is nothing to gain and everything to lose in making introduction cards too complete. Psychological salesmanship insist that every order be preceded by a complete mental process. The salesman's card—heretofore

considered of no more importance than his signature on a hotel register—is the first step in the creation of a mental impression in the buyer. It is of utmost importance.

It is not a case alone of merely getting an audience, by any manner of means. A card does more. When a card bears the name of the salesman's business, it discounts in advance his opportunity of success. Even though you admit James Wilson, under the circumstances described—which are very average circumstances—even though you let him come into your office and present his proposition, you know in advance what he is going to try to sell you. You have mentally decided that you do not expect to be interested. He must overcome a mental negative process already well under way before he can start an affirmative mental process which may culminate in an order. The law says a man with a previous fixed opinion is ineligible to sit on a jury. No lawyer—the highest type of analytical mind—would undertake to convince a juror who had prejudged his case before the evidence was submitted. Why should a salesman expect to accomplish that which a lawyer and the law itself brands as an uneven and unfair chance? A salesman wants the first word—not the second. When he signs to his card a description of his business, he signs a mortgage, first on the chance of getting any audience at all, and, second, on the probability of finding an unprejudiced mind in the buyer whose mental processes must be psychologicallly inspired in an affirmative direction before the buyer will ever reach the physical conclusion of signing an order blank.

Educating a Buyer

I have contended throughout this treatise that, almost invariably, the actual display of the goods should be made only after complete verbal appeal to the mind. In other words, it has been urged that an affirmative mental process will be more logically generated through the ear than through the eye; that is, that the salesman's descriptive word, preceding the display of the article, will drive itself home with a surer affirmative mental impression than if the display of the goods—an appeal to the eye—precedes the salesman's description—an appeal to the ear.

Diagnosing this proposition, let us momentarily consider, from the strict psychological standpoint, whether, as an academic theorem, an impression through the ear is more mentally convincing than an impression through the eye. If a child is in a terrific storm, which causes the more lasting impression, the lightning or the thunder? The impression of the lightning reaches the child's mind through the eye. The impression of the thunder reaches the child's mind through the ear. Any child will view the lightning without mental perturbance. It is pretty. But the same child will be terrorized by the thunder. Why? The impression made by the thunder, because through the ear, is eminently more affirmatively impressive than the impression made by the lightning, because through the eye. Until the child is told that it is the lightning which is dangerous, the child will mentally believe that it is the thunder which

does damage. In other words, it is the thunder, and not the lightning, which has made the definite impression.

The salesman who displays his goods before he talks, plays with the lightning. The salesman who talks first, utilizes the thunder—and it is the thunder which creates the real mental impression. Education of the child will ultimately disabuse his mind of the idea that it is the thunder to which he should pay most attention. Education of the buyer—through long association with the salesman's goods and long-continued purchase—will ultimately permit the goods to sell themselves. But then it is the goods and not the salesman which must take the credit.

It might be argued that sight travels faster than sound; and this is true. You can see the puff of the steamboat whistle before you can hear the salute the whistle actually makes. But you cannot tell whether the steamboat was really whistling or just blowing off steam, until the ear receives the impression necessary to set the mind at rest and furnish it with a conviction. You can see the woodsman swing his axe before you can hear the blow of his blade against the tree. But until you hear the blow, your mind is not affirmatively convinced that the blow actually went home when the woodsman swung his axe. You can see the puff from a distant cannon long before you hear the report of the explosion. But after your eye photographs the puff of smoke, is your mind immediately satisfied that the explosion is complete? No, indeed; your mind momentarily suspends all other thought until the noise of the

explosion demonstrates to the mind, through the ear, that an explosion has actually taken place.

Countless examples could continue, all demonstrating that the mind acts more quickly in response to the ear than to the eye. It is the mind which must act in the creation of a sale. Therefore, in the creation of a sale the ear, rather than the eye, must be first appealed to. In other words, the display of the actual goods to be sold is inadvisable until the finale.

Seen From a Distance

Charles Klein, playwright, writing on the psychology of the drama, says:

> From the psychological point of view, the further the playwright gets away from scenery, costumes, lights, music and kindred effects, the more nearly he gets to the truth. This is his idea: his mental orbit expands as his material and physical playground contracts; and as a consequence there is more food for the mind and less for the mere gratification of the senses, as the psychological interest, this mental action, can only increase as the physical movement decreases.

If this diagnosis be true, then psychology—Klein calls it "the science of the soul" rather than of the mind—is just psychology always—and always applicable to every

phase of life's activity. The reader can transpose words in the Klein quotation, substitute "salesman" for "playwright," and produce the same truth for which we have been contending in this article. Rather verbose, to be true, but here would be the result of the transposition:

> From the psychological point of view, the further the salesman gets away from material things, the nearer he gets to the truth. He forces the buyer's mental orbit to expand as his physical and material playground contracts; and as a consequence there is more food for the mind and less for the mere gratification of the senses as the psychological interest increases; and this psychological interest, this mental action, can only increase as the physical movement decreases.

It is simply another, and perhaps more technically accurate, way of saying that the display of the goods is a physical movement which carries no conviction to the mind —where the sale must first occur—and that this physical movement must decrease (the display of the goods must cease) when psychological interest (mental action in the buyer's mind) is to increase.

Susceptible to Abuse

Some critic may suggest that these ideas of psychological salesmanship, and particularly that idea which emphasizes the value of selling goods in advance of their dis-

play, are those always utilized by the vendor of gold bricks. It is true that psychological salesmanship is much abused. The owner of an arid farm in Hold-Up county, California, sells mining stock in Michigan on representations that the farm is underlined with one vast cobweb of mineral veins which will yield tremendously profitable pay ore because there is another farm a few hundred rods away where pay ore has already been struck. If there is any "sample" present at all, it is a sample of that ore from that other farm just a few hundred rods away. Usually there is not even a sample. It is strictly salesmanship in advance of any display of the goods to be delivered; strictly in advance of even the production of any goods; in fact, it is in advance of any goods at all.

That is unquestionably the acme of psychological salesmanship—when the sharper gets away with it. In other words, psychological salesmanship is clearly susceptible to abuse. But the argument of the gold mine fakir, while proving this possibility of abuse, is no argument at all against the theory. On the contrary, it highly flatters the theory. Any method of salesmanship which will sell an arid farm for a gold mine ought to be of tremendous force and advantage when selling farms for farms, and gold mines for gold mines.

Unquestionably the sale of the gold mine stock took place exclusively in the buyer's mind. The absolute lack of physical evidence, to prove or disprove, concentrated the buyer's energy in his mental faculties—where sales always originally occur.

Psychological salesmanship is sadly abused. But abuse is no argument against use for legitimate purposes. The more it is abused, the more difficult the operation of producing a psychological sale. There are unquestionably thousands of buyers who are from Missouri, to borrow the language of the street, and who, out of their previous costly experiences, will say, "Show Me." Show me the goods first; then talk to me about the order. But even the "show me" man can be traced psychologically. His mental processes are such that before any affirmative mental process could reach an affirmative mental conclusion (an order, in other words) his mental conclusion must have physical endorsement (a satisfactory display of the goods). But, mark you, even though there exists the requirement for the actual goods themselves to complete the sale objectively, yet there was, first, a mental process which led up to the desire and the demand to see the goods. In other words, even the "show me" man—the man who insists upon tangible evidence to substantiate his mental conclusion before he permits those conclusions to crystallize into an order—even this man "thinks" in advance of his demand "to be shown." Therefore, even though a completed order actually requires display of the goods, the actual display, no matter how necessary, should be preceded by that appeal to the mind which will pave the way for the ultimate display—which will start the affirmative mental process which the visionary senses are later to supplement and prove.

As a matter of fact, in nine cases out of ten, this "show me" man is the very one most susceptible to psychological

salesmanship. Take the case of the man who was once imposed upon by some unscrupulous salesman in the purchase of a horse. Another salesman is endeavoring to sell him another horse. It might be presumed that this buyer would absolutely refuse to respond to any psychological methods. Let us see. His mind is unquestionably on the defensive. Instead of open-mindedness there is well-grounded skepticism. Before this second salesman can ever sell him another horse, this mental prejudice—which is a negative mental process—must be eliminated; because a negative and an affirmative mental process cannot successfully pull in the same harness. Any salesman would, of course, at once recognize that this buyer must absolutely "see the goods" before he will ever invest in another horse. But is the immediate display of the second horse the first logical step? By no means. The merit of the second horse would not reach an unbiased mind. It would be viewed through the eye of suspicion and prejudice. On the contrary, if the first step was the psychological one of a verbal introduction appealing entirely to the buyer's mind, it would be the salesman and not the horse which would be fighting with that suspicion and prejudice. If the horse sells himself he is doing all that ought to be reasonably expected of a dumb animal (and this applies to anything offered for sale). Furthermore, when the salesman lays the initial psychological foundation for the later display of the article to be sold (a horse in this case), and when the article (the horse in this case) is then actually produced and actually fulfills every representation made IN AD-

VANCE by the salesman, the buyer is doubly susceptible to the merits of the horse himself, because the buyer's mind at once recognizes that the present deal is an honest deal. Therefore, instead of having to fight prejudice, instead of having to start even from a neutral standpoint, the horse has the benefit of an accelerated affirmative mental process which prophesies sure and ready purchase.

The example is crude. I hope its point is not lost. When a salesman solicits a "show me" buyer, his opportunity for psychological salesmanship is doubled instead of reduced. He can still sell in advance. The mere fact that the goods must be shown before an order results only accentuates the salesman's opportunity to create a mental condition in the buyer's mind favorable to the ultimate sale.

The Lesson of the Press Agent

Every salesman should be a perpetual press agent. This ought to be obvious. What is a press agent? One who goes before, one who heralds the approach of the actual display that follows. Why is a press agent? Because experience has demonstrated that the "first impression" on the public mind is sufficiently important to warrant attention. How does a press agent work? By prophecy entirely—therefore, by appeal to the public mind—therefore, by inaugurating affirmative impressions so that when the principal arrives the acceptance of the principal by the public is purely a supplemental procedure.

Let this platitude be actually applied. You are the

advance man—the "press agent"—of a circus. A circus tent cannot be filled by actual display of the goods. It is a physical necessity that the sale of a circus ticket be made in advance of the circus itself. It is physically necessary that the tent be fillled by psychological salesmanship. It may be argued that the parade—the "sample"—starts the affirmative mental process, in this case, which results in a sale. It might also be said that—controverting the theories previously presented regarding the relative importance of an appeal to the eye and the ear—the parade must produce its results by visionary effects which, under our previous proposition, must be secondary. On that point I merely suggest that, the thing which creates the happiest, most agreeable, and most inspiring impression on the mind, is not the animals and the bareback riders which the eye takes in, but the music of the bands and the screech of the calliope which carry their impression to the ear.

As a matter of fact, many a successful circus now operates without a parade, and I prophesy that the circus of the future will have no parade at all. The circus parade has small part in the true psychology of selling circus tickets. It is too much a display of "the goods" in advance of the real production of "the goods themselves." The advance display is sufficiently complete fully to satisfy two-thirds of those who journey down town to see it; and they are not impressed with the necessity of paying out their money to see any more. It is more a partial answer (which in many cases suffices) to the advance psychological work

of the press agent, than it is supplemental psychological salesmanship in support of the press agent's creation of an advance impression. It is the old story of the necessity of the display of "the goods" involved in a sale only at the very last and final moment. But we digress.

It is not the parade which has first arrested the interest, first commanded the attention, and first incited that affirmative mental process which draws the spectator to the line of march. Something had to precede the parade or the spectator would never have known there was a parade to see. Furthermore, whatever did precede the parade had to make an affirmative mental impression or, regardless of the fact that there was to be a parade, the spectator would not have been impelled, by his mental processes, to get out and actually witness the parade as it passed. In other words, the parade, creating mainly a visionary effect, had to be preceded by an appeal to the thinking sense—to the mind. And that appeal was made by the press agent who, in advance of any tangible evidence of a circus at all, in advance of any physical evidence of a procession, presented his story to the public through the only known medium of presentation to a multitude—psychological advertising—and he made his presentation in such successfully psychological form (display advertising and interest-compelling news stories) as to inaugurate a general affirmative impression in the public mind which the parade only supplemented and which created absolute sale of the article offered (tickets to the circus) before ever the goods themselves (the circus performance) were shown.

Must Be Advance Man

So every salesman must be a press agent. The name itself, as applied to psychological salesmanship, is a misnomer. More accurately speaking, he must be an advance man. If a salesman is calling on his trade once a month, the best time to start an affirmative mental process necessarily incidental to an October sale is at the time of the September visit. You are selling millinery to the retail trade. This is the trip on which you offer fall styles. Let us suppose that, thanks to psychological methods, you have completed your sale of fall hats. Before you finally leave your customer you should drop an interesting descriptive hint regarding some one particular winter style upon which your house is at work. You are not actually seeking a winter sale. The buyer knows that. Therefore, the buyer's mind is more susceptible to favorable impression than if he knew he was to be called upon to make a decision. You are the "advance man." You are planting mental seed in the soil of results at its most fertile period. You are necessarily starting an affirmative mental process in the buyer's mind. It is necessarily affirmative because there is no pressent reason why the buyer should mentally combat your proposition. A great man who is not in politics can talk to the people and be accorded credentials of absolute sincerity. The people believe him. But the moment that same man enters politics and becomes a candidate for office, the people will discount that very same speech and it will not

produce one-half the results as before. So with the salesman who is doing this "advance agent" work. The farther a salesman's talk is removed from an effort to capitalize that talk into a sale, the farther is the salesman's self-interest removed, the more susceptible is the buyer's mind to favorable impression.

Every salesman, therefore, no matter what his line, should be an advance agent as well as a salesman. The retail clerk who completes a sale of summer underwear should be able, after all immediate sale has been completed, to drop a suggestion of some one particular attraction of some one particular line of fall underwear which the store will be offering later. A blanket invitation to come back to the store when you want your fall toggery will not do. The mind does not respond to general proposals. But if some particular virtue of some particular underwear has been suggested to the summer buyer, the moment the colder weather suggests to his mind the necessity of warmer underwear, this mental conception of a physical necessity will at once renew that previous mental conception of one particular answer to that physical necessity, and the mind will direct the step back to that source from whence the suggestion came.

Recapitulation

The psychological salesman will (1) precede any display of actual goods with an appeal to the buyer's mind; (2) he will create a mental sale by discovering what the

buyer wants and offering to the buyer's mind, by description, such an article as the buyer admits would satisfy his wants. This concludes the preliminary mental sale. The psychological salesman will then (3) present only such articles as actually meet the requirements of the buyer's needs, as agreed upon by both buyer and seller. The psychological salesman will then (4) land his order.

He (1) precedes any display of actual goods with an appeal to the buyer's mind, because an affirmative mental process must precede every sale, and the mind of the buyer, as demonstrated, is more susceptible to logic than to exhibition. Is not the mind more susceptible to logic than to exhibition? Does not a "problem play" (appealing to your reasoning powers) make a more lasting and definite impression on your thinking mind than a scenic extravaganza (appealing solely to your eye)?

He (2) creates a mental sale by discovering what the buyer wants and by offering to the buyer's mind, by description, such an article as the buyer admits would satisfy his wants; because, when the buyer states his specific necessity and the seller states his specific ability specifically to satisfy the buyer's described desire, the buyer's mind is affirmatively impressed with the expectation of being satisfied, a mental sale has been completed, and if the goods to be sold are as represented, an order follows as a matter of course.

He (3) then presents only such articles as actually meet the requirements of the buyer's needs, as mentally agreed upon between buyer and seller; because to offer any others

is to interrupt the affirmative and connected chain of thought which has already resulted in a mental sale. Prof. Walter Dill Scott, in his book on "The Psychology of Advertising," says: "The power of any object to attract depends upon the absence of counter attraction." Could anything be plainer? I want a gray shirt. The psychological salesman has discovered that I want a gray shirt. He has described such a gray shirt as I admit to him would satisfy my want. We have mentally completed the sale. It is now time to demonstrate. He goes into his showcase and brings out red shirts and pink shirts and yellow shirts. Among others is my gray shirt—the one I agreed would satisfy me. The power of the gray shirt to compel attention "depends upon the absence of counter attraction," according to Prof. Scott, who is an eminent psychologist. The red and the pink and the yellow shirts disturb my decision to buy a gray shirt. The gray shirt is constantly losing its power to attract—its power to get the order, which should logically follow the mental sale previously made—because of competing attractions. Had the gray shirt alone been brought out, the sale would have been instantly consummated, and then the display of other shirts might have followed in an effort to sell a second shirt. The immediate display of all the shirts jeopardizes the possibility of the purchase of even the gray shirt, which the salesman had really sold me, mentally, before.

The psychological salesman (4) lands his order; because every line of salesmanship is susceptible to this logic, and the logic is universally accurate.

Conclusion

This little chapter is ended. It makes no pretense of having presented a complete course in salesmanship. Many principles in salesmanship are elementary. Most of the varying phases and methods of salesmanship have been fully exploited by able authors whose works are familiar to all students of this greatest fundamental problem of commerce. The present writer has purposely evaded all such well-beaten paths.

We have presented what we believe to be a new line of thought. It will challenge dispute undoubtedly from every salesman who peruses it—because every salesman worthy of the name is himself a thinker and minds can never agree. It will challenge criticism from professional psychologists who will question the technical accuracy of many psychological statements. To the latter it is merely suggested that true psychology knows no limitations and no precedents. It always was and always will be a study of mental processes, and so long as men think, there will be new phases of new psychological theories and new interpretations upon old ones.

Any salesman, no matter what his line, can find tangible food for thought in the suggestions outlined in the preceding paragraphs. No salesman who has grasped the true logic of the author's arguments will fail, whether consciously or otherwise, to put into his salesmanship some of the practices proposed.

The highest type of salesmanship is thoroughly original both in conception and execution. It is thoroughly individualistic. But if we can agree on the basic proposition that every sale occurs first in the buyer's mind—by no means an original thought—then no matter how original and how individualistic a salesman's methods may be, his mental development will be along psychological lines.

Never should a salesman be afraid to exercise his own mental functions. Better to go wrong a few times than never to go right. We are contending that the process of a sale requires affirmative mental action on the part of the buyer. Needless to say that it requires affirmative mental action on the part of the salesman. No salesman ever sold furniture to an involuntary customer when his (the salesman's) mind was on the baseball game instead of on the chair whose attractive characteristics he is attempting to drive home.

The salesman must think just as consistently and just as forcefully and just as psychologically as he expects his buyer to think. And in addition, he must think courageously. The proper method of salesmanship for each individual customer having been determined, the campaign must be waged with complete abandon and with no retreat. Self-reliance has won as many battles as genius ever planned. This, then, is the final psychological word. Be self-reliant. The brilliant Emerson in his masterful essay on Self-Reliance says:

"A man should learn to detect and watch that gleam of light which flashes across his mind from within, more than the lustre of the firmament of bards and sages. Yet he dismisses without notice his thought, because it is his. In every work of genius we recognize our own rejected thoughts; they come back to us with a certain alienated majesty. Great works of art have no more affecting lesson for us than this. They teach us to abide by our spontaneous impression with good-humored inflexibility then most when the whole cry of voices is on the other side. Else tomorrow a stranger will say with masterly good sense precisely what we have thought and felt all the time, and we shall be forced to take with shame our own opinion from another."

PART VII

SELLING ADVERTISING SERVICE

By WITT K. COCHRANE, Chicago

To regard advertising properly one should have as little use for theory and precedent as for a last year's bird nest, especially if the subject under one's care changes according to conditions and needs. Advertising copy and advertising as a business is the thought of the hour. I would not, for instance, write the same automobile advertisement today that I wrote a year ago, because our viewpoint has changed materially both as regards the automobile itself, its mechanical construction and conditions surrounding the automobile market. A short time ago there was expressed considerable apprehension on the part of the bankers because of the farmers' tendency to buy automobiles; and the cost of living and the failure of wages rising correspondingly worried money lenders in the cities.

What became uppermost and foremost in the mind of the thinking advertising man for an autmobile factory with a stock of high grade cars on hand that had to be disposed of within the year? To dwell on the technical advantages of his car over that of others with the selling avenues blocked? To talk about relative transmissions, horsepower, finish and general excellence while a cold bandage was being wrapped around the money market? Not the "think-

ing advertising man." His mission was simply and solely to remove from the minds of the public the panic-stricken thought that the banker had put there and to assure the people that the world was not going to the bad because of the self-imposed pessimism circulated by the bankers. Before the banker had evolved his nervousness my automobile advertisements read like a page from an encyclopedia and learnedly discussed carburetors, timers, floating axles, chrome nickel steel and ball bearings. You see how you have to change your tune according to the changing of thought. Every once in a while you have to issue from peace and obscurity and shock the public into wakefulness.

In order to emphasize fully what can be accomplished by the right kind of advertising I have been asked to incorporate in this article the history of three or four successes with which I am particularly familiar. They represent the extremes in advertising and show that different methods must be applied to meet different conditions.

A Remarkable Campaign

The Kewanee Boiler Company, of Kewanee, Ill., sent for me to come to Kewanee and I went immediately. I felt like a physician called upon an emergency case, because I was more or less familiar with the Kewanee Boiler Company's business. I had followed their advertising in the magazines. Arriving there I found a smart lot of men—smart in the business of making steel boilers, yet so unfamiliar with advertising that they wondered why their

$20,000 worth of advertising in the magazines had not paid. That amount had been spent by a competitor of mine who had directed his technical talk to architects and steamfitters —a small portion of the community—men who bought by personal favor and seldom because of merit—men who specified certain makes of boilers because they were sure of a better profit.

And here was that big concern not only at the mercy of these architects and steamfitters, but throwing away its money advertising in the old stereotyped way. I told them that if they would let me handle their business as I wanted to I would make them successful. The president, who is a close student of human nature, grasped the plan in a moment and said, "Go ahead. I'll stand behind you." I took the small amount of $7,000 to begin with and told them that we would add more to it as the results might warrant. I began to analyze the situation.

They were up against a most successful concern—the American Radiator Company—which had been so successful selling cast-iron boilers that they were selling options to buy their stock. Men paid as high as $10 a share for the privilege of buying the stock. Immediately it became apparent that the public had to be shocked out of its trance and that it was necessary to start a different kind of advertising.

Struck a Popular Chord

The campaign started in Chicago, where there are thousands of flat buildings. The advertisements ignored the architect and steamfitter utterly. They talked to the big audience, the countless thousands who live in flats. They educated the people of Chicago on the heating subject and actually compelled the flat dwellers to ask for the Kewanee boiler before they looked at any other part of the flat. They spoiled the renting value of all those flats which were not equipped with Kewanee boilers; bellowed at the flat seeker to go into the basement first and see if the Kewanee boiler was there. If it was the advertisements advised him to rent the flat. If it wasn't, he went away. And he stayed away.

It wasn't long before the real estate men began to whine. My advertisements prevented them from renting their flats. That year the increased business of the Kewanee Boiler Company was 157 per cent, or more than two and a half times what they had been the previous year. In less than eleven months they started the erection of four additional acres of factory facilities and today they are supreme.

Now to prove that the people are the same all over this country, the same advertisements were published in other big cities of the Union and the increase was almost precisely the same in one as in another. Those ads gave the people that one touch of human nature which makes the whole world kin. Now I can talk about any old subject

that happens to float into my mind in those Kewanee ads and they'll sell boilers just the same.

Got the Women Interested

Turning to the Woods Electric vehicle—a pleasure car. What was it in competition with? I asked myself as soon as I got the account. Why, obviously the gasoline car. I owned a gasoline car, but at once disposed of it and bought an electric so that I could feel deeply what I was writing about. I went down to the factory, had the car taken apart, registered every part and the material it was composed of, found out that it was magnificently built and was an honor car. Then I began the advertising. The previous advertising agent had talked vaguely of the car and its parts in language that fitted the garage to perfection but sounded like Greek in the drawing room.

Who buys electric cars? I asked myself. Who else but the women? So I started in by ignoring the men. Mother is always the one to offer the suggestions to her husband, so I started in to make Mamma envious and jealous of her neighbor. I called Mamma an object of charity transportation to her friends, and when Mamma read it she slammed the paper down in front of Henry and with an acid smile exclaimed, "There, that's the position you put me in." they simply had to buy the car, and after they bought it they fell to liking it, and it finally pleased them so well that they told their friends.

Later on I started the campaign for the Mitchell 1911

UOFM

A Guarantee Worth Something

product. What was there to say that we hadn't said in the announcement of 1910? The cars were almost the same with the exception of the addition of fore doors, an improved oiling system and increased tire surface. These in themselves were not enough to talk about. Mechanism was not the talk because every car has mechanism, and there are lots of good cars on the market. So I turned to the one best thing that I ever did for a maker of automobiles. Instead of giving the public that empty guarantee which is purely perfunctory and means nothing, I started talk of the "Mitchell service," and shouted to the people of the whole world—America, Russia, England, Japan, France, South America and Germany: "The makers of this car will stand behind the car to the very limit and will make you glad you bought it. Every agent we have in the world is committed to this make-good policy; and if any one of them falls down, argues or gets peevish when you ask him for repairs or ask him to make good, we'll take the car away from him and get an agent that will do what we want him to do." Well, the 1911 product of the Mitchell car, something like 6,000 cars, has been taken now by agents and the Mitchell company will have no bargain sales, nor will it reduce its prices. On the contrary, it is seriously thinking of raising them, because it is giving so much for the money.

Piano Business Was Sick

Let us turn to the Meister piano for a change of product. Two years ago the president, Charles E. Davis, said to me: "This piano business is sick. We are making the best piano in the world for $175, yet we don't seem able to make the public know it. Last year we sold 1,108 pianos, but now we are in such shape that I don't care whether the business is abandoned or not." He was discouraged. Well, I looked up his former advertising, found where the proposition was two-thirds in favor of the maker and one-third in favor of the public. That wouldn't do. I revised the proposition—turned things around—gave the public all the best of it and said to them: "We will send this piano to your home, no matter where you live, on thirty days' free trial. If after you have tried it for a month you find that it is all that we claim it to be, we sell it to you on the following terms: No cash payment down—no interest—no extras, and WE PAY THE FREIGHT. $1 a week or $5 a month, and a Rothschild guarantee bond for ten years. We will pay the freight for the trial, and if you don't find it to be all that we represent, then we will send for it and pay the freight back home."

There was—and could be—nothing more sweeping. In that first year I sold 14,000 pianos, and today the company is the biggest piano house in the world.

Hence, it must be seen, no advertising proposition, whether retail or general, whether intended for general

publicity or immediate or direct results, bears any resemblance to another except in the application of common sense and an analysis of selling conditions. The above examples are made as a short cut to what I intended to convey to the reader. Constructive advertising is not only copy, praise of the product, attractive embellishment, illustrations or arguments. It is saying the things that appeal to the reading mind and that at the same time lead the mind to a desire to possess that particular article either because of its necessity or its luxury.

To accomplish this result you will sometimes be obliged to talk about things altogether different from the article advertised and foreign to its merits. You must go around your subject (the reader and prospective buyer) and find the spot of least resistance and play on that spot until you have the reader thinking the same way that you are thinking. If everybody in this world knew just what everybody else needed, with no opportunity of creating a further demand, there would be no use for advertising. It is making the reader of advertising think he needs your product, making him envious of the man that already has it, arousing his ambition to have and hold, playing to every phase of human pride, ambition and passion that brings results in advertising. Properly analyzed no advertising campaign conducted along such lines can help but bring results.

PART VIII

THE ADVERTISING SOLICITOR FROM THE BUYER'S STANDPOINT

By John E. Fitzgibbon

Advertising and Sales Manager The Phoenix Knitting Co., Milwaukee, Wis.

The "special representative," the advertising solicitor—whether connected with newspapers, magazines, bill boards, street cars, novelty or other forms of publicity—are either the bane of the advertising manager's existence or a source of help and profit of which he is always anxious to avail himself. Just in what class the solicitor or seller of advertising is placed depends both on himself and on his customers.

The writer of this article having sold space from classified "liners" to display, and having been advertising manager of a metropolitan daily, and now being on the other or "buying" side of the field, has been asked by the editor to give the readers of this work some idea of the place occupied by solicitors and sellers of advertising and advertising matter.

As in every other line of effort, there are in the advertising world what the office boy inelegantly terms "dubs"—both on the buying and selling ends. This cannot be helped—they are the parasites and hangers-on which infest every business. Only in the advertising game they don't endure long. There are salesmen and traveling men—and there's a

world of difference between them; likewise, there are advertising salesmen and there are "copy-chasers" and order takers. Beware of the latter, but stick to the former, if you are a beginner and can learn from suggestion. It is the latter that we class in with the "bane" side of the question. These are the men who waste your time and theirs—on many occasions because they don't know what they have to sell, or if they do know, try to convince you that something worthless will add value to your campaign. The good solicitor or seller of advertising suffers by the work of such representatives, because he is unconsciously included in the rules of many large institutions which make it extremely difficult—in some cases impossible—for "specials" or advertising representatives to get a hearing or even to have their cards sent into the advertising manager's sanctum.

As a matter of fact, the average concern which spends money in national or local advertising—or has such a step in contemplation—is literally overrun with advertising men of every description. If the man in charge of the advertising were to grant each of these a hearing, that's about all his position would amount to; he would have time for nothing else. Of course, the advertising man or expert who knows his business and his field usually knows where to draw the line; whom he thinks it profitable to see and whom he does not. But even then, the wisest and most careful will make a blunder, as may be shown by a certain well-known advertising manager. He places an immense amount of advertising, and the man who gets by the guard and the devious ways into his office is considered fortunate. This

advertising man boasts that he has never been "sold"; that is, that he knows his own business; that convincing arguments and pointers given by advertising solicitors avail but little if at all. One day a card with the simple name Smith was sent in to him with the equally simple request that he wished but two minutes' time to talk advertising "phrases." The card came back with the polite information of nothing doing. The card kept coming back with regularity each day until, in exasperation, the advertising man condescended to go out into the ante-room and investigate. Here an impressive individual calmly told him that for $100 he would write him a catch phrase and six jingles for street-car cards. Most astounding of all, he guaranteed to do it in fifteen minutes, and if the phrase was not acceptable, no harm or damage would ensue. The firm was just about to market a new product; the proposition and the man were interesting; so our ever careful buyer decided to take a chance and ushered his "find" into his private sanctum. The new proposition was readily explained. Catch-phrases were fired out with lightning-like rapidity until finally one was evolved, which the advertising man afterward confessed, he thought would rival all those that are now household words. The jingles followed in quick succession, and the "find" walked away with his $100. On calm after-thought the catch-phrase was not so good nor were the jingles—they were never used. The advertising man had been "sold" in the literal sense of the term, and now it takes the proverbial crow-bar to break into his hearing.

But the advertising man who has something to sell and

knows and can prove its efficiency will some time get the opportunity of presenting it even to the most obdurate buyer.

Advertising solicitors and salesmen decry the practice of being refused an audience every time they happen along. Each man has some one reason why he should be enabled to present his arguments, and many of them are indeed valid and substantial. The merchant or local dealer who does his own advertising and spends money only in his local papers should cultivate the advertising solicitor. He will soon find which is the "copy-chaser" and which is the constructive solicitor. The latter knows the advertising business; he knows the merchandising end of it, too; he can help the dealer with his store policies and in innumerable ways can assist in establishing a solid basis for advertising. He is an invaluable aid to the merchant who cannot afford agency service and who must depend upon his own resources to solve his problems. Such a solicitor does not want to carry your business because the other paper has it or because you happen to be advertising. He wants it because he can show you how he can "make good" for you. He's the kind of a man to encourage with your confidence and your business.

For the student of advertising and for the beginner and the novice, there is no better policy to pursue than to see all possible advertising men—salesmen, solicitors and all. The beginner certainly does not know it all; neither does the more experienced man. Both can learn. But the novice can absorb more that is good for him than his more experienced brother in the business. Every salesman has his "talking

points," which to him are irrefutable. Not all of them are to be believed. But a person gifted with ordinary common sense—which every advertising man should possess—can sift the chaff from the wheat and apply the good to his business. Many of these solicitors and representatives know as much as yourself, or probably more, about your distribution problems. Probably they are not well versed in copy or display—maybe most of them don't know what is the difference between Cheltenham and Gothic—but if you buy space nationally, most of them can tell you something that you should know about magazine or newspaper circulation in different sections—about conditions in the large towns and the small ones, in the cities and the agricultural communities. The novelty man, the sign salesman, the calendar man, can tell you something that will assist you in the game; and the beginner who turns a deaf ear to such information usually begins the tolling of his own death knell.

The advertising solicitor may be a nuisance to the experienced advertising man, but to the beginner or student of advertising who wants to learn and absorb details and the "tricks" (so-called) of the business, the advertising solicitor (that is, those who know their business and are not the "order-takers" referred to above) should prove a source of helpful education until you get to the stage where you feel that you know something yourself.

PART IX

SELLING NEWSPAPER ADVERTISING

By A. D. MAYO.
Manager Foreign Advertising, The Chicago Record-Herald.

The basic requisites of a successful salesman of newspaper advertising space are the same as the requisites of any other salesman of legitimate merchandise. The writer has tried for years, by careful study of men in the newspaper advertising field, to formulate a code of ethics, as it were, that might be incorporated in a general formula of newspaper salesmanship, but beyond the general laws of salesmanship no such special code is necessary for a newspaper advertising solicitor.

This, it must be understood, applies only to the physical and mental side of selling newspaper advertising space and does not exempt any man from an expert knowledge of newspaper advertising and a particular knowledge of his own proposition. Up to the present time the writer of this article has not seen or read the many discussions on the selling of advertising in its different and varied forms appearing in these volumes and written by men whose experience is far greater than that of the writer, but he ventures to say that the keynote of each and every one will be, "know yourself and your proposition."

Confidence in yourself and confidence in your proposition is the Alpha and Omega of newspaper advertising

salesmanship, and within this scope is the personal and technical equipment that the advertising solicitor must acquire, either naturally or by study and experience. This must be said, that some men, especially young men, take to selling newspaper advertising as the proverbial duck takes to the pond, while others trudge patiently up the steep and rocky hill of experience.

For example: A young man came into the office of the advertising manager of a large publication with a proposition to sell this publication space in a church program. He presented his argument so forcefully and convincingly that notwithstanding the existence of an ironclad rule against such advertising the advertising manager not only took a page in the program, but offered the young man a position on the paper. He was given a position under a department manager, who did not take kindly to him because of his youthful appearance and apparent lack of experience. He was assigned to a number of customers known as "dead ones" in order that the road to his Waterloo might be short and smooth.

Did he meet his Waterloo? Not in the advertising business. There was no Waterloo on his map. The most prominent "dead one" was a clothing concern whose president had been a target in the publication's divorce column. It was the only paper he had not been able to muzzle by liberal advertising patronage and after a complete airing of his marital troubles, as brought out in the court proceed-

ings, the publication was cut off from further business relations.

Every man in the business department of the aforesaid publication, including the advertising manager, had at some time or other attempted to reconcile the irate clothing man to a point of again doing business, but without result. Some of them died at the first bark, others ventured an argument, while the more persistent had been shown the door.

The new solicitor's reception was short and sweet. The president met his candid, open argument with a growl that made the office help shudder and with a few very audible comments not fit for print, left the room. The solicitor followed. He followed to the shipping room, to the cashier's cage, to the front door, to the second floor, into the elevator and up to the president's office. Here things came to a climax. The president ordered him out, but being of a staying disposition the young man seemed in no hurry to retire. Then the janitor was called in and without the ceremony of waiting for the elevator the young man was hustled down the stairway and into the street.

Did he go back and relate his experience to the manager? Did he consign the president, the store and the entire clothing industry to regions unknown? Did he lose faith in the advertising business? No. His first thought was to readjust his wearing apparel, which had become somewhat disturbed by the janitor's enthusiasm in obeying orders. While doing so he remembered he had purchased his clothes in the store from which he had been so uncere-

moniously ejected. More cause for aggravation to an ordinary law-abiding citizen, but not to a solicitor to whom a contract looks bigger than injured pride. He looked for the label. Yes, it was there, sewed to the lining of his inside pocket.

Back he went into the elevator and up to the president's office. That individual having again been reminded of his grievance was, if anything, less inclined to be sociable, not to say agreeable. Before he had time to call the janitor for the second time the solicitor ventured:

"Mr. President, I have the best idea for a clothing advertisement that has ever been placed before the public. I want to get up an ad for you with an illustration showing how a man can fall down four flights of stairs without the slightest injury to his clothes. I can write it from experience."

What grievance would have been strong enough to suppress a smile under the circumstances? It need not be said that the solicitor secured the business and that he is today one of the leading lights in the business.

Considerable space was given this illustration to show not only the extremely difficult circumstances with which this solicitor had to contend, but the value of diplomacy, the opportunities for discouragement and the application of resourceful tactics. Another solicitor might have failed entirely had he pursued the same plan, while a more simple and less spectacular method might have prevailed.

Spectacular methods of solicitation should be discouraged. As a general rule the proposition of hard-headed

business is too serious a matter to be taken lightly and, with the exception of such occasions as warrant a change of tactics the advertising solicitor should stick religiously to a dignified business policy.

Personal Confidence and How to Use It

To return to the subject of personal confidence—what constitutes confidence in one's self?

First. The assurance that your appearance is such as will not offend the man whom you propose to interest in your proposition. The newspaper advertising solicitor must meet one of two individuals—the advertising manager or the president of the firm. No matter how small a business is involved the advertising appropriation is usually of sufficient importance to interest the head of the house, and when a newspaper solicitor lays before him the proposition of advertising in his paper he represents that paper as directly as though the publisher himself were to discuss its merits with the advertiser. To be over-dressed in extreme cuts and styles, with flaring waistcoasts and dazzling jewelry will not hasten the advertiser's confidence in either your firm or yourself. You may look exceedingly well in a red necktie, but if it is disturbing to your customers or your employer, save it for Sundays.

Second. Make your call on the advertiser to correspond as far as possible with his convenience. Study his hours and moods. If he is busy with customers let him alone. He would rather sell five dollars' worth of goods and see

the money come in than talk to you about an advertisement that might bring him a hundred dollars tomorrow. This can be done without sacrificing your personality to the advertiser. Don't subordinate yourself to the point of permitting him to regard you as a lightweight. Make him respect you for your sincerity and knowledge of your business.

Third. Have something to say and, if possible, something to show. Here lies the difference between the real solicitor and the "copy chaser." The "copy chaser" (as he is technically dubbed by the craft) sticks his head into the advertiser's office with the time worn salutation, "Anything for tomorrow's paper?" collects whatever he cannot keep out of the paper and is on his way. The office boy would have done just as well at a less cost to the paper.

The real solicitor first ascertains that the time is opportune "to spring a new idea." He has a new illustration, a novel catch-phrase, or there is something about tomorrow's paper or next Sunday's paper that should appeal to this particular advertiser. There may be reasons for an unusually large circulation, a news or feature story that will be of interest to the advertiser's clientele, the weather prediction may be cold or warm, either of which temperatures are talking points at any season of the year. He is there with an explanation why the last ad did not pull as well as it should. He looks it up, helps the advertiser pick out the flaws; he looks up the weather on the day it appeared, makes comparisons of conditions, encourages this or discourages that; in sum and substance, he makes the adver-

tiser feel he is part of the firm and that his heart and soul is wrapped up in the advertiser's success. The writer has known advertising solicitors who have been entrusted with the appropriations for not only his own paper but for that of his competitors. The advertiser's implicit confidence in his judgment and sincerity has made him a partner in the firm, as it were, with prerogatives that were denied active members of the establishment.

Fourth. Confine yourself, as far as possible, to your own proposition. Let the other newspapers alone until the advertiser brings up the subject. Make no comparisons until it is necessary. Your paper has so much circulation. Say, for the sake of argument, it is 50,000. Here are 50,000 readers who have no other means of becoming acquainted with Smith's guaranteed shoes except through your paper. Suppose the other paper has 75,000 or 100,000 circulation. What of it? The readers of your paper must wear shoes. Keep Smith from thinking about the other paper and keep his mind on the 50,000 pairs of feet in your market. The more you and Smith wrangle over comparative values the more you advertise your competitor. And there are other arguments. You can show Smith how he can reach your 50,000 people at your advertising rates with better prospects of getting and holding the trade than were he to use less space at a higher rate. If Smith insists on bringing in your competitors confine your arguments to Smith's cash drawer rather than on the merits or demerits of the other papers, and you will make a short cut to the contract.

Do Not Use the Hammer

The greatest mistake a salesman can make, whether he is selling advertising space, automobiles, or a paper of pins, is to run down the other man's goods. If the importance of this thought could only be brought home to every salesman the whole system of selling would not only be improved, but it would raise all business to a higher standard than that which now prevails. The tendency to underrate, misrepresent and generally run down a competitor's business, his goods and his methods is not confined alone to the drummer, or the advertising solicitor, but it exists as well among the officers and personnel of great institutions. There it comes under the classic head of "business strategy." And still what has it accomplished?

Suppose, for the sake of argument, that one advertising solicitor succeeds in proving to an advertiser that his competitor has less circulation than he claims. How does it benefit him? He may temporarily get the business, but he leaves a bad impression with the advertiser. The advertiser is inclined to lose so much more faith in the integrity of the advertising business, as well as in those who conduct it. He becomes so confused that, in the language of the street, "he does not know where he is at." If one man lies, he thinks, what will prevent the other man from doing the same?

Organized effort on the part of conscientious newspaper publishers (and it is pleasing to know they constitute by

far the greater majority) has now placed the question of circulation within the grasp of any advertiser's analysis. There are national associations, recognized by all newspapers and publishers, whose experts examine and analyse circulation. Advertising agencies of national and recognized standing publish circulation ratings in their directories that contain the publisher's sworn statement. In the local field, where the publishers' statements are in doubt, leading retail advertisers may combine and examine the local circulations of their respective papers at comparatively small cost. Usually this cost will be defrayed by the paper that knows whereof it speaks.

Hence, it will be seen, that comparative circulation can readily be disposed of by the advertising solicitor by confining his argument to what he has to sell and disregarding that of his competitor.

It is far more important for a salesman of newspaper advertising to know how to get the confidence of his customer than how to impress him with the comparative importance of his paper. While outward appearances would indicate that the average advertiser knows as much about advertising as he does about his own business, in the great majority of cases this is not true. Even the advertiser, or the retail merchant, or the banker, whatever business he may be in, who impresses the advertising solicitor with "opinions of his own" on the subject of advertising, knows within himself that he is not quite sure of his ground. While he may not admit to an advertising solicitor that there is anything about advertising which he doesn't know,

he will welcome new suggestions and ideas. If the solicitor knows his man he can get more of his "copy" by helping him solve his advertising problem rather than everlastingly shouting the greatness of his publication as an advertising medium. The writer knows of a newspaper advertising solicitor who secured one of the largest advertising contracts ever made with a newspaper by suggesting to a national advertiser an appropriate design for a billboard.

Discretion vs. Strategy

The question then arises, how shall an advertising solicitor proceed to get the confidence of his customers? First, and above all, by being big and broad-minded. If you think that by keeping the advertiser's attention an hour or so longer than is necessary, in order to keep your competitor who is waiting outside from seeing him that you are "beating him to it," you are following the wrong tack. If, when you are through, you will gracefully tell your advertiser that what good points you have failed to cover will undoubtedly be brought out by Bill Smith, who is waiting to see him, you disarm both the advertiser and Bill Smith and fortify yourself and your publication. Have you ever noticed when a man comes into your office and proceeds to criticise and belittle the other fellow's proposition how shallow and inconsistent are his arguments.

The writer was told of an incident that occurred in the office of a big Chicago advertiser, which goes to illustrate the above. There is probably no place in the world where

newspaper competition is as keen as in the great city of Chicago, and its field offers an unlimited opportunity for the bringing out of advertising talent. It must be said, however, that Chicago advertisers buying space in the papers are not far behind in wakefulness. They are thoughtful students of the advertising game as well as of the methods pursued by different advertising solicitors. The advertiser refered to received a call from a representative of a Chicago newspaper who had but shortly before become affiliated with the publication in a managerial capacity. The representative took an hour of the advertiser's time in telling of the weak points in general of a competing publication and with special emphasis on the shortcomings of one of its personnel. After the interview the advertiser said: "I am sorry to hear you say such uncomplimentary things about this paper, and especially about the individual. He was just in here before you came and said many nice things about your paper and especially about you personally."

If you were that solicitor, would you have counted the possibility of securing his business as one of the assets of your publication? And it must be remembered that this advertiser was one of a few who would express his views. Others would have made no comment, or for reasons of their own and politeness, agreed with the representations. A good rule to follow and one under which you will seldom go wrong is this: If you cannot say something good do not say anything.

Method of Approach

Do not be led by any particular method of approaching a customer by a so-called studied canvass. It is a mistake to emulate any one particular form of solicitation. One difficulty the average new solicitor of advertising has to overcome is the tendency to do just as his manager or some other solicitor. Study the good points of every solicitation you hear and incorporate them in a make-up of your own. By following strictly the method of another man, your canvass will take on a sing-song effect that seldom if ever produces permanent results. A canvass learned by heart, so as to speak, sounds like a high school girl reciting "Curfew Shall Not Ring Tonight," and if it brings any copy it will be on the strength of the medium rather than the solicitation.

The social side of an advertising solicitor's relation to his customers is one worthy of more than passing comment. No set rules can be laid down as to how far a newspaper man should cultivate his customer's social acquaintance. Too much attention is often liable to place both the solicitor and the publication in an embarrassing position. It must be remembered by the solicitor that the demands upon a newspaper are not limited to the advertising department. It is often necessary for that paper to print in its columns legitimate items of news which may be unfavorable to an advertiser's interests. It is equally as true, and, as happens more frequently, the paper is asked to print matter of special benefit to its advertisers and of no particular interest

to the newspaper reading public. No good newspaper will either suppress legitimate news or print special news for its advertisers. Intimate social relations between the advertising man and his customers are, in such cases as this, likely to be strained to the breaking point, especially when the advertiser does not understand the ins and outs of the newspaper business. The safest plan to pursue is to keep the relationship on a strictly business basis. Teach the advertiser to respect you personally as well as your knowledge of the business. The solicitor who walks into the advertiser's office armed with a thorough knowledge of his proposition and a fair idea of what the advertiser wants; who takes care always to leave a favorable impression, and who breaks the monotony of the advertiser's every-day grind, is quite likely to win his confidence.

In conclusion, let it be said again that a good newspaper advertising man or a good salesman of any commodity does not have to be born with a contract for a birthmark. By close application to his work, a thorough study of human nature, a clean and pleasing appearance and a stamp of optimism in his manner, any young man can find a profitable and successful future in the field of selling advertising.

PART X

SELLING ADVERTISING IN COUNTRY NEWSPAPERS

By W. S. GRATHWOHL.
Western Manager American Press Association

Do you want to sell your products to the vast body of consumers of the smaller cities and towns throughout the country?

Undoubtedly you do, but very likely you have been unable to get your advertising message to these millions of people through your present advertising.

There is one way in which you can successfully reach these buyers and that is through the papers printed in their own communities.

Every line in the country dailies and weeklies—those friendly visitors that carry into the homes all the news—is read by the whole community; that is why they are such good advertising mediums and produce such splendid results.

It is one thing to manufacture an article. It is another to sell it. To sell an article you must find someone who has expressed a desire for it, or some one who in your judgment has a need or a use for the article. It matters not whether this be clothes, foodstuffs, a player piano or an automobile. In every instance you must find the man with the need, and with the money. This brings

the manufacturer right down to the question of advertising. Almost incredible sums are spent every year by manufacturers in search of the man with the need, and then in an endeavor to influence his expenditure. Much of this vast expense is experimental, much of it is misdirected energy. After all is said, there is only one really logical place to advertise, and that is in the newspapers. If you want to tell your story to the good people of Abilene, Kan., you should tell it in an Abilene newspaper. Most certainly. As a manufacturer you can not obtain all the business you want from Abilene: you must also tell the people in Bar Harbor, Me., in Milford, Mass., in Stillwater, Minn., and in Sedalia, Mo. What is good in Abilene is good in Sedalia or in any other town in the country.

For a manufacturer to tell the people in the large cities about the goods he makes is easy. The city newspapers fully answer this purpose. But probably not more than one-fifth of the possible buyers live in the large cities. To reach the other sixty or seventy millions of people living in the smaller cities and towns and on the farms is the advertising problem of every manufacturer, and almost incredible sums are spent each year in more or less experimental attempts to influence the expenditures of these people.

Like most apparently difficult problems, the solution is simple. Ask the manufacturer why he uses the Chicago newspapers and he will say: "Because, while all other advertising is good and pays me, I know that after all I

must reach the people in their homes; the only way I can do this in Chicago is by using the newspapers they read." Perfectly reasonable argument, is it not? And so the best way to reach all the people in their homes in any town is to advertise in the paper or papers published in that town.

There is a small town in Indiana where the local jeweler is also proprietor of the only periodical stand in the hamlet. Recently he received some beautifully printed circulars from the manufacturer of a well known and much advertised alarm clock. In the usual way this was followed up by the visit of a salesman who divided his time between an exposition of the merits of the clock and the enormous amount of magazine advertising that was certain to move any small stock that Mr. Dealer might purchase.

Being of a reflective turn of mind, that dealer sat down and wrote about as follows to the manufacturer:

"I understand that the major portion of your advertising will go into a big weekly of national circulation. As I am the only newsdealer in this town, I happen to know that exactly twenty-two copies of that publication are distributed here through the postoffice and my news stand; also I have heard that nearly 200,000 copies of that publication circulate in the city of Chicago alone. This is a manufacturing town, and most of the inhabitants are compelled to rise with the clock; hence this is a logical field for you. These people have neither the time nor intelligence to read magazines, but they do read the daily paper."

Often we hear the complaint that few dealers realize the significance of a magazine campaign. They fail to respond with just the right touch of enthusiasm. Circulation statements awaken no interest.

The reason is no secret to the careful advertiser. The one logical medium necessary to real coöperation with the dealer is the home paper, and when the manufacturer makes known his intention to use the local medium half his selling difficulties are solved.

The magazine has its rightful place in any large appropriation, and the fact that practically every campaign of consequence includes the magazine is justification enough. But it is maintained that to appropriate $50,000 and to place the larger portion of that sum in one or more magazines is a mistaken policy. There are many millions of people in America who never see a magazine, but who do read a daily newspaper. It is unfair to say that they represent a nonpurchasing power. There is ample proof to the contrary.

When the success of a producer's business depends on the knowledge that the greatest number of possible buyers absorb regarding his goods, he should spend his money where the greatest number will read, and read attentively.

He should advertise in a way that will permit him to mask his artillery of argument at strategic points, where the enemy—competition—is banging away.

It never was plain why a manufacturer, in order to reach people where he wished to sell his goods, should spend money at the same time in sections where, for trade

or other reasons, he did not wish to sell goods or could not.

Nor has it ever been made known why a manufacturer should advertise in sections where he has no distribution of his products, unless there were some healthy coöperative plan between his sales and advertising departments that would soon produce the distribution.

"There are approximately 240,000 retail grocers and general storekeepers in the United States—190,000 in the smaller cities and 50,000 in the larger cities."

The statement quoted above was made by the advertising manager of one of the biggest national food advertisers in the country.

As a manufacturer of products sold through grocery and general stores you are probably aware of the preponderance of these stores in the smaller cities.

There is but one best way to reach the owners of these 190,000 stores and their millions of customers, and that is through the papers printed in their own communities.

If you are desirous of creating a market for your products in any state or section, or if you want to increase your sales in the territory where you have already secured a foothold, the country newspaper will accomplish results in an economical, effective and expeditious way.

When you advertise you want to reach the people, all the people, the oldest inhabitant, the man who moved to town yesterday, the young couple just married, the young man or woman who has just earned the first dollar and is itching to spend it. You want them all—the rich, the poor, from the cradle to the grave—and the only advertising

medium that reaches them all the time is the newspaper.

The country newspaper is the best thing there is in advertising because it reaches the home. It holds exactly the same relationship to the community as does the physician to his patients or the clergyman to his congregation.

In a local advertising campaign the home must be reached. All articles used in a home are advertised, of course, and the women of this country do more than 90 per cent of the general buying for the home. The newspaper reaches the women, thereby placing before them the good qualities or new ideas of the article advertised.

Every country newspaper naturally has some standing in the community through which its circulation carries it. Take, for example, a newspaper of the very highest type. Any article advertised in that paper gains a prestige in proportion to the standing of the paper. In other words, a newspaper gives to its advertising its own standing.

PART XI

THE SALESMAN OF MAGAZINE PUBLICITY

By W. R. EMERY,
Western Adv. Mgr. of Everybody's and Adventure Magazines

The standard popular magazines have made epoch-making history in the commercial world during the last decade.

They are recognized as the promulgators of advancement and betterment socially and commercially.

They are the nation's entertainer and informer, the business man's bulletin of improvement and the household library.

The salesman of standard magazine space has nothing to offer those whose appeal is directed to the unintelligent, indiscriminating individual, or to the one whose credulity marks an easy passage to his purse if promised fabulous returns.

But to him who would reach the man with a well-developed business instinct, who is a part of the commercial world, and the woman whose chief pride is her Home and in the attractiveness of that Home to her family, such salesman has a logical and convincing appeal, supported and reinforced by the wonderful record made and held by the standard magazines in the marketing of high class products.

The Excellence of the Clientele

The class and character of the reading clientele of the magazines, as well as their purchasing power, is no longer questioned by those informed and unprejudiced. It has been so frequently demonstrated in the exploitation of products of merit that the successful results following no longer cause wonderment nor comment, while the great diversity of products there featured, covering every line of home as well as personal adornment, of office equipment and building construction, of added efficiency and of individual enjoyment, makes the magazines a reflex of the world's advancement commercially, and it is a monthly barometer of its progress.

Welcomed in the Home

But a no less vital factor is that the magazines enjoy the great advantage of conveying the story of the product employing their pages into the Home itself—going there at the solicitation of its occupants, purchased and given a prominent place on the reading table; retained there, read and re-read without thought of censorship by the most careful parent. And because of such favoritism, because of the entertainment and information they afford, perused when the mind is relieved from the vexations of the busy day, the impression given is more lasting and made the more impressive.

The magazines and the waste basket are strangers.

It is not, then, a matter of wonderment that the magazines have become moulders of opinion and are having such an important part in the correction of abuses and in the establishment of a higher and better business and political creed. Their text, whether fiction or the relation of facts, whether an exposure of corruption or the exploitation of a great commercial enterprise, the story of a fire-swept country or the construction of a monster dam for its development, represents months, oftentimes years, of painstaking research by highly-trained and highly-paid specialists, and forms a monthly record of the world's events.

And with such foundations provided and generally recognized and accepted, the salesman of magazine space can, with confidence approach the manufacturer of a product who must find his purchasers among people of intelligence, able to comprehend the advantages, the comforts, or the pleasures its use will provide, and who, as well, having been "sold"—convinced—are able to take advantage of the offer.

For what doth it profit to create a desire with one unable to purchase?

The Asset of Confidence

The better magazines have added greatly to their selling power in having established a bond of strong confidence in exercising extreme care in not placing before their constituents any unworthy advertisement, thereby virtually giving endorsement to every announcement carried. It is

in effect the same establishment of guarantee as the wise manufacturer employs in the identification mark placed upon his goods.

Every seller of goods, whether he be selling to his distributors—the dealers—or whether he be selling to the final purchaser—the user—recognizes the value of the asset of an established confidence.

No salesman, whatever may be his line, can permanently succeed unless he possesses a thorough belief in the goods he offers.

No salesman of magazine publicity will succeed unless he be an enthusiast, an optimist.

He must be a builder of the Future. He is selling an indefinite quantity whose future rests largely and often entirely upon the intelligent use made of such publicity by the firm employing it—how far it is made a part of the selling organization, and how effective it is as an aid to it, and to what extent it is employed by the human salesman with whom it should be closely allied.

The wise salesman of space is he who discourages its use until the firm, the product and the sales force are thoroughly prepared to add this wonderful creative force and to reap its fullest benefits.

There is no hypnotic influence in magazine space. To succeed, it must be but a sane and honest presentation of honest goods.

He Sees the Entire Trade Horizon

The advertising salesman is granted an extended trade vision. Not being confined in his calls to a single trade, he is on the contrary brought into close contact with practically every line of commercial activity, and he feels, perhaps more than any other in his calling, the financial pulse. He meets either the head or the leading men in the concern. He is a counsellor and adviser. He makes a continuous study of the result of endeavor in his field of work. He studies cause and effect. He watches the barometer of interest as it is awakened and as it moves up or down on every new line exploited. His every effort is for sanity, sagacity, security and final success.

It is his great privilege to preach advancement and protection—advancement in quality and in markets, and protection in the trade secured. He offers an insurance upon the business which neither fire nor panic can destroy. He places within the reach of the ambitious manufacturer—the manufacturer who would live and grow on established merit—the opportunity of first introducing, then establishing, confidence in his goods in the homes of the great buying class of this country—the class most influential with the dealer—under the most favored conditions, and at a nominal cost.

He is the exponent of reduced selling cost, for he demonstrates that judicious publicity enlarges markets, cements trade and decreases selling expense. He is the friend of the traveling salesman, because the message he delivers to

the dealer's trade, upon whom the traveling man calls, more readily moves the goods and sells more goods. He exploits the dealer, because this message capitalizes his store; it stamps his place of business as the home of high grade merchandise and brings to him and to his store desirable trade which he has long and vainly sought.

A Multiplied Appeal

His message, if it be truthful, appeals to the keen business man who is constantly alert to improvements—to securing increased efficiency; to the prudent and painstaking housewife whose care is the welfare of the family; to the daughter whose pleasure is the watchword of the parents; to the son seeking advancement and fitting himself to enter the business world and who is a careful student of opportunities—all of whom, with interests entwined, are reached at the one time, with the one effort, and at the one cost.

He binds together manufacturer and dealer in common interest, and his message stands guard as a protector against price or trade competition.

And the salesman of magazine space stands out in the open, pointing to the record of his publication, its hold upon the public as attested by its wonderful circulation, its fight for business and civic righteousness and the endorsements given it, its helpfulness in building many a business and its proven service as a sales aid.

He urges his medium only when the conditions between the product and his clientele harmonize. He insists on a close analysis of the possible buyer and rigidly insists on

that buyer's being of his constituency's class; for the true salesman knows that the final test of a medium is the same test as applied to the purchaser of any article of merchandise, and he knows that his success, the success of the advertiser, and, therefore, the final and permanent success of his publication, is in its persistent and permanent use, and that permanency will only follow obtained results.

For he knows that the records show that the standard magazines have builded many a business; have vitalized many a business; have saved many a business.

And he knows that the standard magazines are better, stronger, more influential now than at any time in their history.

Capitalizing the Asset

He may analyze magazine value in that they typify a high grade form of entertainment afforded by their wealth of clean fiction and of information, placed in convenient and readable form, and of typographical excellence. The stamp of approval is denoted by the wonderful circulation some of them have attained. Their influence is attested by the character of their text matter and the volume of business carried. A magazine is not a news purveyor in the sense of the daily paper, nor is it a rear door solicitation. Its effectiveness is in its welcomed entrance into the family circle. It is not a question of a hasty glance at the news of the day or of the bargain sales. It is bought for the general information and the entertainment it affords.

It is read and re-read. It is loaned. It aims to give something each issue that will cause it to be preserved. To its reading ample time is given, and the mind freed from business or household cares is receptive, and the impression is made lasting. It reaches and holds the interest of every member of the family, and it is not to be forgotten that every member of the family is a factor in the home, in the business that maintains that home, and in the welfare of each member. It is a moulder of opinion, the educator, the reflector of events and of people and their achievements. It is the companion of journeys, it refreshes the tired brain and it brings forgetfulness of the din of office, the vexations of the day, and the turmoil of business life. It cements the family circle, it preaches advancement, and its mission is the general uplift. It has secured confidence and its appeal is only to those who, by birth, education and training, possess a mind of discrimination and of comprehension—the influential class, those whose brain and brawn make for general progress.

The high grade magazines are Opportunity's messenger for the concern seeking a nation-wide knowledge of meritorious goods.

The salesman of magazine space sells a future, but a future of certainty of fulfillment to the prudent advertiser of a product appealing to intelligence.

The salesman of this product is the exploiter of opportunity.

PART XII

THE SALESMAN OF WEEKLY MAGAZINE PUBLICITY

By A. C. G. HAMMESFAHR,
Western Advertising Manager of Collier's

During the past ten years the weekly publications have become recognized as leaders in the advertising field when publications of national circulation are considered for publicity purposes. Their large size advertising page, their remarkable circulation growth, together with the fact that the advertiser is enabled to tell his story once a month or every week as conditions may require, are partly responsible for this.

If I came to you, the advertiser, to solicit your business, I would first study your problems in order to determine whether my publication were suitable for your use. Every advertiser wants to buy space where it will do him the most good. The facts I can give you regarding the publication I represent must measure up to your requirements, otherwise the publication has no right to expect your advertising patronage. More and more advertisers are asking for every possible point of information regarding mediums in which they contemplate spending their money.

The following, written for Printers' Ink by a well-known advertising man, illustrates what I believe is in the

minds of advertisers and agency men when mediums are being considered for an advertising campaign:

> "Mere circulation means nothing unless that circulation has a definite value. Of course, it is of the utmost importance that I should know what and where circulation is in order that I may eliminate waste from my plans. But circulation in itself is only a physical argument and the methods of obtaining circulation are only physical arguments. These features are valuable for purposes of comparison. It is the spirit behind the publication—its purpose and policy—that supplies a reason for the reader's need of it. When you tell me the circulation of your magazine—tell me also, do you carry a message of uplift? Do you mould public opinion? Do you enter intimately into the homes, the real factor? Is the relation of your magazine to the reader that of a friend, a teacher, a partner, or is it merely a casual caller at your reader's home or a casual friend who might be met in a train?"

To meet these vital issues fairly and squarely, I consider my first duty in trying to sell space to you, the advertiser, in the publication I represent. I want to know everything you can tell me regarding the policy which is the foundation of your business. Every business of consequence has a foundation of this kind. Our policy is to study advertising from the advertiser's standpoint and it

is based on our belief that it is but common fairness and justice that an advertiser in buying space should know exactly what he is getting, whom he will reach and, so far as it can be foretold, what the publicity will do for his business.

Show What You Have to Sell

Who are your customers? If I know this I can tell you what percentage of our readers would be possible purchasers of the article you advertise. We can furnish such figures because the great percentage of our circulation is in paid-in-advance subscriptions, enabling us to make an analysis of the occupations of our subscribers. After satisfying yourself that the quantity and quality of our subscribers are what you want, you will want to know where they live. To answer that query, I should give you a detailed statement of our circulation by states, by groups of cities (according to their population), or in any cities or towns which you might designate. You will want to be assured that you will get all the circulation that you are paying for. An iron-clad, money-back guarantee is your safeguard on this point. This guarantee, which all publications must surely adopt sooner or later, is placing the purchase of advertising space on as sound and businesslike a basis as the purchase of any kind of merchandise that is measurable by quantity.

So much for the "physical arguments" mentioned in the Printers' Ink article I quoted above. I want the oppor-

tunity to give you all the "physical arguments"—that is, the tangible points regarding my publication. But, in order to get the fullest meaning from them, I ask every advertiser to get similar facts from every other publication in order that he may put them to the severest comparative test, which is the only fair way to use figures of any kind.

Now, as to the intangible side of advertising value—the influence of the publication—its hold on its readers—the readers' need of it.

There is no doubt in my mind that your organization itself must be far greater than the article you are manufacturing or producing—whether it be a tremendous thinking organization, or only a small thinking organization; but it must have a character and an individuality which weaves itself into the character and individuality of your product. Back of the publication I present is a great human organization. Inside and outside the building hundreds of men and women labor and all their work is aimed at one ultimate achievement—to produce a weekly that will give pleasure and mould public opinion. This weekly has the strongest individualities. Its virile editorials, accurate and interesting special articles, fine art work, good fiction, have made a place for it with thinking people that no other publication can usurp. It can, through its advertising columns, and with the aid of your individuality, place your product in a place of its own in the regard of this same kind of thinking people.

Confidence in Publications

The readers' need of a publication must necessarily be based, first of all, on their confidence in the integrity of the publication from every standpoint. If in such a publication the policy of the nation is set forth by statesmen who frame it; if the achievements of science are related by the inventors and discoverers themselves; if explorers write of what they have added to the map; if great events are described by those who participated in them; if the editorial policy is one of fairness, broad-mindedness, thought for the big things that are making history and, no less, for the small things that make life worth living, then the readers know that this publication is conducted for the common good and not for personal gain, and their interest and confidence is won and kept.

Such confidence as this is evidenced, many times, by personal letters on all sorts of subjects written to the editorial department. It extends, also, to the advertising columns of a publication in a way that enhances their value to the advertisers in them. In order to protect subscribers to the greatest possible degree, it is the practice of the publication I represent, as also of other high-grade weeklies, to exclude from its columns all advertising that is medical or curative in character — all advertising of liquors—all advertising of stocks or investments that promise extraordinary returns; and we carry this one step farther by excluding all copy that is in any sense offensive to good taste.

The road to advertising success is not obscure or doubtful. It has been clearly marked by thousands of merchants and manufacturers who have gone to the people with news of their products and have kept faith with them through the quality of the products themselves. The weekly magazines are keeping their faith with the public, and they are doing their share in an unmistakable way toward cementing the relations between the publisher and the reading public, as well as the other important triple relation existing between publisher, manufacturer and consumer.

PART XIII

THE VALUE AND SALESMANSHIP OF CLASSIFIED ADVERTISING

By E. O. SYMAN

Some fifteen years ago, one of the best editorial men connected with a big eastern newspaper decided to move to a western city of 125,000 population, where, apparently, there was a splendid opening for a good, live newspaper.

Coming into his new home with letters of introduction from the most successful and wealthy men of the eastern cities to the best men of the western city, and with everything entirely in his favor for beginning his new enterprise, he succeeded in interesting the largest merchants in the city in investing in the stock of the new company. The newspaper started with a flourish.

The merchants had unanimously decided that a live, clean paper was needed; that, publishing it on the lines laid down by the easterner, it ought to be an immense financial success, and not only would they profit by the dividends which everybody could see being paid, but also would their individual advertising be productive of results heretofore unknown through any other medium in their city.

This newspaper was published with the greatest care.

Not only were its editorials brainy and good; its news pages were alive to every possible "scoop" or item of general interest; its feature service proved a popular innovation.

But, regardless of all that was being done, and regardless of the financial strength of its backers, it was found impossible to secure a circulation large enough to merit any volume of advertising, or to interest such circulation as it had to a point that would bring results to the faithful advertisers who were spending their money (after more or less persuasion) in hopes of increasing their business.

Finally, after a period of eight or nine years, the easterner, having parted with every dollar which he possessed, and his backers, after a strenuous meeting, having decided that it would be folly to send good money after bad, agreed to sell the paper at the first opportunity. Within a short time they disposed of it for the ridiculous sum of $12,000.

The New Proprietor's Ideas Make the Paper a Success

The new proprietor was a man of many ideas and he had the strength of purpose to drive home these ideas to a successful conclusion. He saw at a glance that, to interest the people of ———— City to a point where his paper would be a necessity in every home, it would be absolutely essential to secure the small ad business—in a word, the want ads—and to secure them at whatever cost,

so long as he secured them in great volume. To that end he worked with indefatigable energy. Prizes and premiums of all descriptions were offered for want ads and for attractive verses for want ad pages. By one means and another, the want ads began to come, and they grew and grew and grew. What was the result? Within a few years the classified ads in this particular paper were the marvel of the West and the equal in variety and volume to those of any metropolitan eastern paper. The paper's circulation grew steadily with its classified advertising, and its display advertising kept pace with both. The new owner's $12,000 property had become, within five years, so valuable that he refused an offer of half a million, and his personal income from the property, even after meeting its enormous expenses annually, amounted to over $100,000.

Beyond any question, the classified advertising had turned the trick. Its importance to any newspaper is frequently underestimated, but wherever it is given the proper opportunity to thrive, the newspaper thrives in proportion, and wherever a highly successful newspaper is found, there too will be found a profitable classified advertising medium. Not only does this apply to any newspaper, but broadly applies to trade journals or magazines as well.

Mr. Roger J. Sylvia, of *Everybody's Magazine,* said of classified advertising: "It was the invention of a man of method. It was an absolute necessity that some plan be devised by which the small advertiser could get into

the limelight of publicity. Otherwise, his was a hopeless case. The business of one small advertiser doesn't amount to much—neither does the single 5-cent piece paid to the car conductor—but the total of them amounts to a very respectable figure.

The small advertiser wanted his announcement seen. Through the establishment of classified advertising his wish has been gratified, but the actual value of this step did not immediately become apparent. It did, however, just as soon as the public became familiar with this style of advertising.

The principal value of clean classified advertising—the other kind is unfit for discussion—is right here; readers actually search for the classified advertising section of publications that censor their advertising.

The Small Advertisement

The small advertisement was originally inserted with the hope that it would be seen. This hope apparently not being realized, the classified plan was invented and then the small advertiser expected his advertisement would be seen. Now he knows it will be seen, because, from the time when his advertisement might by chance be seen, we have advanced to a time when people search the pages of a publication for it.

The Value of Small Ads

I will make here a statement that any one who is familiar with the value of both display and classified advertising will corroborate: a four-line advertisement with good copy and a good proposition behind it, inserted in a publication having an established classified section that has passed the experimental stage, will bring results to an extent that, could they be obtained in proportion, a page display advertisement in the same publication would simply swamp the advertiser with business.

I say these things as a principle. I want to establish in your minds the fact that classified advertising, like everything else, had its beginning, its development, and is today a clearly recognized institution in legitimate advertising.

Classified Advertising in Magazines

Classified advertising in magazines had its beginning in January, 1906. It was inaugurated at the time by *Everybody's Magazine,* as a solution to the problem of the small advertiser. The plan was originally conceived purely, solely and absolutely as a campaign of education. The object was to lead the little fellow into the light and then let him grow, to give him an introduction to publicity through the classified department, educate him to its value and finally graduate him from the classified department to be a display advertiser. From so small a beginning

then, classified magazine advertising received its start. Today it is recognized as an important and vital medium in advertising.

If there is any one thing that will advertise a publication better than a popular, well patronized classified section, I don't know it. Time and time again this has been proved by the desperate efforts to establish and popularize a classified section made by so many publications.

The Solicitor and the Solicitation

Now I am going to say something about soliciting classified advertising. I do not believe an advertising man can, in his early days, encounter too rough a road for his own good. That sort of thing only serves to make the palmy days in the bye and bye more palmy.

In the first place, no one can succeed as an advertising solicitor on any sort of a publication if he be not possessed of the peculiar temperament that is an absolute requisite to success in that line.

The advertising solicitor occupies the position of "the man behind the counter," and you know what a gulf exists between the man behind the counter and the man in front of it. The man in front is supposed to possess certain privileges, included among which is that of expressing a very frank opinion concerning what the man behind the counter is selling—and the man behind the counter is expected to have—well, we'll call it sufficient control of himself to keep cool until the other fellow has relieved himself.

The Successful Solicitor

To the man who does possess the proper temperament, who loves work for work's sake, who enjoys a contest for the sake of the excitement it affords, who does not sidestep competition because of any fear of it, and who, on top of it all, is highly ambitious, there is nothing more delightful than to sally forth as the accredited representative of the classified advertising department of a live, enterprising publication. You will meet all sorts and conditions of men and women. Whether your rate be 10 cents a line or $2.50 a line, you'll find men to match wits with you. You'll find the man who won't agree with anybody—that is his rule all through life. You'll find the man who will agree with everything you say and give you an order for as much copy as you can cart away with a truck—but he wants it all inserted on credit. You'll find the man who does not believe in advertising because it doesn't pay—he knows it because he "once put a three-line ad in the paper" and it didn't make him rich. You'll find the man whose ad must be the first ad on the page or he won't advertise. You'll find the man who has a smile as pleasant as the most pleasant day in June, who is always going to advertise, but every time you see him he "isn't quite ready." And occasionally you'll find the man whom it is necessary to give a "cussing" out before you can impress him sufficiently to get his attention; after which you get his business. And when your heart is just about

broken, you meet one of those real good fellows, who listens to you courteously, gives you a full set of his literature, hands you a check, and tells you to write him up a good ad that will bring him business enough to warrant his staying with you.

The Value of a Good Customer

When you meet this last kind, treat him the very best you know how. If there is anything going in the way of a good position, give it to him; for many a time when you have a case of the dumps, you can stop in and see him and be reminded that all the good people are not dead yet and that life is still worth the living.

Soliciting classified advertising is the best possible training for a future display solicitor, if you will take the word of one who has done both.

When he finally gets into display, he doesn't start out like a novice—he starts out like one who has "been there" in the advertising line, and can do it again—and he usually does it.

Before leaving this subject, let me ask you to mark well this: There is a very distinct difference between a solicitor and a copy chaser. The copy chaser bears the same relation to the solicitor that an order taker bears to a salesman. The difference is exactly the same, one is a creator, a builder of business, and the other is merely a messenger.

You cannot be in the advertising business very long

without running up against that old saw: which is better, a full page advertisement in one issue or a quarter page advertisement in four issues? The average advertising man, if he is busy, will answer that question by telling you not to ask him fool questions.

A Good Classified Advertisement

Still it is hardly more difficult to answer than the question of "What is a good classified advertisement?" I always sidestep this question by answering this way, "A good classified advertisement is one that sells the goods."

An advertisement so startlingly simple, and so convincingly truthful, that it impresses upon the reader the absolute sincerity of the advertiser and the complete truthfulness of what the advertisement says, is so much of a novelty that when one such does occasionally appear, the advertiser who inserted it is astonished at the results. It is a fact that most advertisers believe that the public has become so accustomed to exaggeration, they discount it, make allowance accordingly, and expect it to be deducted from their advertisement before serious consideration is given it.

They may be right or wrong. If wrong, it is a very bad commentary on American advertising, and a most unfortunate situation which is not being relieved as rapidly as it should. It ought to be worth the price of an advertisement to some advertisers, who are not getting

results, to take a chance and tell the truth, once in a while, "the whole truth and nothing but the truth."

The Two Divisions

There are two distinct divisions of classified advertising which are recognized by the publications: first, the unsolicited want ads which are placed for one or a few insertions by individuals who at no other time are represented in the advertising columns. Second, the important and large end of the business, the solicited advertisements of regular advertisers, who establish, continue and expand their business largely, or perhaps solely, through the classified advertising columns. This latter class furnish the material for the solicitor's active campaign, and offer him an opportunity of becoming an expert copy writer and an accomplished salesman.

The Various Classifications

There are perhaps seventy-five classifications belonging to the regular advertisers. The most important of these are Real Estate, Automobiles, Business Personals (Beauty Parlors, Patents, Photographs, Razor Blades, Furs), Household Goods, Musical Instruments, Financial, Farm Lands, Boarding and Lodging, and Business Opportunities.

A table is herewith given from a standard metropolitan newspaper of the complete classifications carried in want ad columns.

Accident Insurance.
Adoption.
Automobiles.
Bicycles.
Billiard Tables, etc.
Birds, Dogs, etc.
Boarding and Lodging.
Books, Magazines, etc.
Building Material.
Business Opportunities.
Business Personals.
Cameras, Kodaks, etc.
Cleaners, Dyers, etc.
Commercial Column.
Dancing Academies.
Detective Agencies.
Dressmaking Schools.
Everybody's Exchange.
Financial.
Furnaces.
Furs.
For Rent—
 Rooms.
 Housekeeping Rooms.
 Flats.
 Furnished Flats.
 Houses.
 Furnished Houses.
 Floors and Lofts.
Offices.
Stores.
Buildings.
Halls.
Manufacturing Property.
For Sale—
 Furnished Flats.
Help Wanted—Male.
Help Wanted—Female.
Horses and Carriages.
Hotels.
Household Goods.
Instruction.
Lawyers.
Leaseholds.
Legal Notices & Proposals.
Loans—
 Personal Property.
 Real Estate.
 Salary.
Lost and Found.
Machinery, Tools, etc.
Millinery Schools.
Miscellaneous.
Mines and Mining.
Motorcycles.
Musical Instruments.
Musical and Dramatic.
Old Gold and Silver.

Office and Store Fixtures.
Opticians.
Patents and Patent Att'ys.
Personals.
Plumbers' Supplies.
Postage Stamps, Coins, etc.
Railroad Timetables.
Real Estate—
City.
West Side.
South Side.
North Side.
Northwest Side.
Suburban.
Acre Property.
Farm Lands.
Farm Lands Wanted.
Country.
Other Cities.
Wanted.
To Exchange.
Safes.
Situation Wanted—Male.
Situation Wanted—Female.
Steamship Lines.
Stocks and Bonds.
Store and Office Fixtures.
Storage.
Summer Resorts.
Trade Schools.
Trusses, etc.
Typewriters.
Wanted—Rooms.
Want Page Advertising Rates.
Wearing Apparel.

In choosing examples of advertisements which are considered good, and from which results have been secured that were entirely satisfactory to the advertiser, it must be remembered that an advertisement which would give splendid results to one advertiser would be totally unsuccessful to another. The difference might be traced to a number of sources, the most prominent of which would be, first, the splendid business location of one advertiser and the poor business location of another; or second, backing up the advertisement to the letter in the

first case as against substitution in the second case. But in general, the examples quoted below (which have been carefully selected from actual advertisements published with gratifying results) may be followed with such changes as are necessary to fit the case in hand.

Good Example. Bad Example.

IV. Help Wanted.

A

BOOKKEEPER AND CASHIER; leave city..$100
ASST. BOOKPR.; young, good figurer..... 18
YOUNG MAN, South Water-st exp..... 18
CLERK, rapid; good at figures..... 15
CLERK; wholesale mkt.; young, snappy..... 10
CLERK, statistics, good figurer 50
FREIGHT RATE CLERK; knows rates.. . . 15
Nat'l Clerical Emp. Bureau (606), 132 Clark-st.

B

ACCOUNTANTS AND CREDIT MEN—$1,500 TO $1,650; bookkeeper, piano mfg. exp., $1,200; sales correspondent, $25; bookkeepers and ledger clerks, $15 to $20, R. R. clerks for various depts., $50 to $85, general office clerks, $12 to $15, collector, installment exp., $14, price clerk, plumbing and heating supplies, $1,200.
FORD'S EMP. AGENCY, 808, 108 LaSalle-st.

Here are two ads occupying the same amount of space and containing the same kind of subject material. Which one would you read first?

V. Automobiles.

A

FOR SALE—$350; MAXWELL RUNABOUT; fair condition. Call 156 Carl-st.

B

FOR SALE—5-PASSENGER TOURING CAR just overhauled, fully equipped 215 S. Leavitt.

Note. A shows the possibilities of a two-line ad with space to spare. The ad is concise, yet explicit, giving the price, make, style and condition. Example B, also a two-line ad, is vague and leaves much to the imagination of the prospective purchaser.

VI. Rooms to Rent.

A

GRAND-BLVD. AND FORTY-SECOND-ST.—TO A GENTLEMAN, BEAUTIFUL FURNISHED FRONT ROOM OR SUITE; REFINED PRIVATE FAMILY. DREXEL 948.

B

WESTERN-AV., SOUTH, 222, COR JACKSON-blvd —Large, nicely furnished room; suitable 1 or 2, steam; h. w.; ex. trans., reas. Seeley 2640.

Note. The foregoing contrast shows the error of crowding the copy by abbreviation. The use of agate caps and spacing adds to the attractiveness of A.

Good Example. Bad Example.

VII. Real Estate.

A

JOHN HEIM,
3148 N. Ashland-av., nr. Lincoln and Belmont-avs.
9-room residence, Walnut-st.....$6,500
Elegant hard wood floors and finish.
2-flat building, Park-av.; 7-7 rooms; new; everything the latest; fine billiard-room; $8,500. All bargains.
J. N. HOSTETTER, 137 N. Kedzie-av.

B

FOR SALE—ONLY $3,750; NICE 7-ROOM RESIdence; bath, gas, furnace heat, with brick basement, on 30x125 foot lot; not far from Lake View High School or near Belle Plaine-av. and Clark-st.; only $500 cash and easy monthly payments.

The real estate columns constitute the bulk of classified advertising. In the light of that fact, example B is in error only in so far as it is lost in a mass of other ads of identically the same pattern. Example A may not be so explicit, but it is original in style and the reference to a "fine billiard room" serves as a "trimming" which has every advantage in the possibility of its appeal over cold dimensions. The seasoned advertising solicitor recognizes the "trite copy" error as a mistake of everyday occurrence with a majority of his advertisers.

VIII. Business Opportunities.

A

FOR SALE—WILL SELL CABINET SHOP AND TRADE; MOTOR, SAW AND SANDER $250 CASH. ADDRESS B W 894, RECORD-HERALD.

B

FOR SALE—$10,000 WILL BUY 75% INTEREST in a manufacturing business that will earn $25,000 net profit during next 12 months; assets listed at $18,000, with no liabilities; this is an exceptional opportunity for capitalists, must be closed at once, will bear careful investigation. Address B Z 877, Record-Herald.

The business opportunities classification is probably more closely scanned by investors than any other section of classified advertising. For this reason prominence is essential and can better be secured with the celtic type than with the agate.

Good Example.

Bad Example.

IX. Typewriters.

A

TYPEWRITERS

I WANT TO CORRESPOND with persons who are about to buy a high-grade typewriter and object to paying the high prices generally asked by manufacturers and dealers. Any make on approval. Catalogue, bargain list and valuable information sent free. A. E. ATCHISON,
4127 West Twenty-first-st., Chicago.

B

DON'T TAKE CHANCES. DEAL WITH THE original Typewriter Exchange. Established more than twenty years. Best equipped factory for rebuilding all makes of typewriters. Big saving to buyers. We sell, rent and exchange on most favorable terms.
AMERICAN WRITING MACHINE CO.,
Tel. Harrison 1065. 319 Dearborn-st.

Note. Example A has a message and gives it. Example B is crowded with words. Example A conveys a definite impression or appeal. Example B covers in eight lines matter which should have been spread over twenty-five lines.

X. Real Estate Loans.

A

IF YOU HAVE A GOOD LOT WILL FURNISH MONEY AT 5½% PREPARE PLANS, SPECIFICATIONS AND BUILD COMPLETE.
CALL FOR FURTHER PARTICULARS.
Phone Main 1010. J. H. McCORTNEY,
519 Chamber of Com., Washington & LaSalle-sts.

B

MONEY LOANED ON CHICAGO REAL ESTATE; mortgages for sale, $1,000 to $25,000. American Bond & Mortgage Co., Bank floor, 167-169 Jackson-blvd., near LaSalle-st. Phone Wabash 2636.

Note. The classified advertisement should always embody more than the publicity afforded in a statement of the nature of the business carried on and the name of the firm. The field of the ad has not been covered when it has simply been employed as a substitute signboard. In A, a message is given, followed by an attractive arrangement of the firm name. In B the business is loosely stated. The firm name occupies the larger part of the copy.

XI. Lost and Found.

A

LOST—BROWN FEMALE BOSTON BULL; white breast and paws; corkscrew tail; answers to the name of Trixy; liberal reward. 427 Roscoe-st. Telephone Lake View 2641.

B

LOST—SUNDAY FOX TERRIER, WITH COLlar Return 1847 Millard-av., reward. Tel. Lawndale 2518.

Note. A describes the dog explicitly so that it may be readily recognized. The description which the reader would glean from B would lead him to suppose collars were exclusively peculiar to fox terriers, since there is no other hint by means of which the dog could be identified.

Good Example.	Bad Example.

XII. Safes.

A	B
DIEBOLD SAFE & LOCK CO., 196 5TH-AV — Get OUR prices before purchasing. Main 895.	SEE SABATH SAFE CO., 188 LAKE-ST., AND prevent one being put over on you. All makes.

Note. A shows the possibilities of opening a small ad with the firm name and address. B manifests poor business judgment in the misguided idea that slang employed in this way will prove a pulling power. At best the phrase is vague, and apparently has reference to "safes"—a timely warning.

Personals

Getting away from the commercial side of classified advertising, no classification is more interesting than the personal column, which literally runs the gamut of human emotions. It is difficult to measure up the infinite possibilities of the personal column as a "human lost and found" classification. In a manner peculiar only to itself, when every other agency may have failed, it serves as the medium whereby broken homes may be reunited, loved ones restored to each other, important business messages transmitted to any number of persons with one insertion, lost heirs made the beneficiaries of fortunes, etc., etc.

Contrast, if you will, the variety of mingled love, tragedy, joy and sorrow to be found in the few examples here given, all of which are bona fide advertisements:

MARK—PLEASE LET US HEAR FROM YOU some way. BERTHA AND SARAH.

DEAR MOTHER—AM SOME BETTER; PAPERS are here; letters also from home; please come. ANTONIA BAEZ.

INFORMATION WANTED OF BARNEY E. Hull, or Edward Barney Hull, who removed from Boston to Chicago about 1881; important. Please address ALFRED S HALL, 31 Milk-st., Boston, Mass.

ALL PERSONS THAT HAVE BEEN IN THE Philippines are requested to leave their names and addresses at the office of J. G. NOREN, 1622 Unity Building; phone Central 2362 or Normal 957 for the purpose of organizing a society.

CURRAN· WILL ARRIVE OVER THE ROCK Island, Wednesday, June 19. MINA.

E. F. S.. WILL FORGIVE AND FORGET ALL and desert all for you and will go anywhere you wish. SARAH.

FATHER· PLEASE COME HOME, DOROTHY is very sick. L. N. M.

TO P. I.. C. STOCKHOLDERS: SPECIAL meeting 1 p. m. May 17. G. M. S., Pres.

Conclusion

In concluding, it is but proper to impress forcibly upon those seeking a future in the advertising field, the necessity of a natural solicitation. It is impossible to secure business from a prospective advertiser where the solicitor attempts to talk in terms wholly beyond the understanding of any but experienced newspaper men. What may be perfectly clear and reasonable to you, who are dealing with the subject, is probably Greek to the classified advertiser whose money you seek. Avoid the use of negatives, and avoid the appeal of personality. Give an optimistic solicitation wholly on the strength of the proposition you represent, and urge persistency. In classified advertising more than any other form of publicity is there necessity for continuous copy. "One insertion—immediate results" is an accident. The week in and week out, and year in and year out advertiser is invariably successful, even in mediums with feeble pulling powers.

Ambition, backed by enthusiasm and sincerity, "constantly keeping at it," will make a successful solicitor out of the man who has any "knack" as a salesman, and success in the advertising field offers a young man better financial returns, with proportionate effort, than almost any other profession.

PART XIV

SELLING ADVERTISING IN CLASS PUBLICATIONS

By EMERSON P. HARRIS
President The Harris-Dibble Company

The way space is sold in class publications is the way anything else is sold so far as the fundamental principles and main steps in the process are concerned.

First, attract the attention of the buyer;
Second, interest him in the product;
Third, convince him; and
Fourth, move him to action and closing.

The selling story is the weapon by which this is all done.

By the most spectacular or striking part of the selling story attention is attracted;

By the use of the most interesting part of the selling story the prospect is interested in the product;

By the most convincing part of the selling story the prospect is convinced; and

By the cumulative force of the story, and the impact of the personal conviction of the salesman, oral or written, the prospect is moved to give his autograph and copy.

Do you say this sounds easy but does not get anywhere?

My reply is that it does not necessarily get anywhere, but you can't get anywhere without the use of it, consciously or otherwise. And it makes a peg to hang each kind of

work on and saves getting it mixed up. It makes all the difference between doing a thing systematically, and therefore economically, and doing it chaotically and wastefully.

And right here it helps to remind one of a thing one can never afford to forget, and that is that selling anything is not a simple but a several process job and each part needs to be performed with the tools that will do it best.

The first great thing is to have a good story, backed, of course, by the facts. The story is to be made by pulling the facts apart and arranging them in the most attractive and usable order.

Constructive Facts

Here are some of the points about class publication space, the raw material to be used in making the selling story.

The class medium enables the advertiser to react the class without the woeful waste of reaching the mass.

But more, the class medium enables the advertiser to strike the individual of the class much harder, indeed, with all the concentrated strength otherwise wasted on the mass.

When you address my class you do the next best thing to addressing me personally. When I read a paper because I am a member of a class, I welcome and read the message sent to that class. I am not offended by the advertiser's communication as I would be if it were shouted to the world loud enough so the deafest could hear. I am moved by hospitality as well as self-interest to listen. I am present

voluntarily and listen willingly with a predisposition in favor of the speaker at the outset. I am flattered to be counted a member of the class or I would not have paid my money to join. For the loud one who assaults my ears or grabs my coat tail when I am catching the train life is too short, but I have time for the audience I have sought voluntarily.

Not only so, but I came because I was interested, so the advertiser's battle is half won. My attention is attracted and I am disposed to be interested. One reason is that since I came here the editor has been talking in a vein which predisposes me to look into your proposition. To be sure, he has not mentioned your goods nor any other, but I can judge by what he says that there is a lack, without something that will do what your product claims to accomplish. I am sure by my past experience that the editor is talking in my interest, and what he says fits into what you claim. The editor of my class paper points out the needs of my class in a general way, and puts me into an inquiring and receptive mood, but if the need is to be met by a privately owned product, by your goods, he must leave that for you to say. Such is the etiquette and such the economics of editing the class journal.

It may cost more per buyer fired at to use the class medium than the general paper, but per buyer hard-hit enough to draw blood it is likely to be cheaper by far.

Martin Luther was using a class medium when he nailed his theses on the church door, but so it was better for his diet.

The class medium attracts its readers as the magnet attracts iron filings, rejecting the ineligible. The result is better than when a scraper is used.

If it costs more to catch a man in the right frame of mind, so it usually does and is richly worth it to the sales-man when he can find his man unpreoccupied and open-minded and free.

The class medium cannot do everything, but the things it is built to do it can do economically and well.

Purchasing power and influence and not mere numerical circulation are the measures of value of the class medium. Every time the numerical circulation measure is applied to the class medium it has a right to be heard as to what you are counting.

It is the independent and initiative taking in a class that read the class paper. They are the select of the select; the purchasing committee, as it were, of their class, and leaven and influence the whole class. That means more than the superficial are aware of.

I am asked to write about all classes of class mediums; so, I do so in general terms. But each class has, as it were, its own language, which appeals to the advertiser who wishes to reach the class, and its special incentives to offer him.

The class medium represents at its best a highly evolved vehicle and is highly developed. It gives ample scope to the space seller of the most varied gifts.

The publisher who has class space to sell does well to avail himself freely of the great sales promotion machine

which he himself markets, namely, advertising. The maker of the best advertising medium is generally a believer in advertising and is saturated with it. On general principles it seems obvious that the man who most believes in advertising will make the best medium, that it takes a real believer in advertising to make a real advertising medium.

Of course, advertising for any given class should have its copy specifically aimed at that class; the arguments that appeal to the class should be clothed in its language.

These are some of the points which help to make up the raw material of the selling story of space in the class publication. They are, of course, backed up by the sledge-hammer arguments as to how advertising in general reduces the cost and increases the results of modern selling.

PART XV

SOLICITING ADVERTISING FOR TECHNICAL JOURNALS

By JOHN A. KERSHAW

Eastern Representative "Practical Engineer"

There are very few buyers of importance in technical fields who are beyond the reach or influence of a good technical journal. Now and then a busy man at the head of a big company may say truly enough that he never reads the technical papers; but only a little farther down the line in that same company are a number of men in responsible positions who haven't forgotten the help the technical journal has given them, and how necessary it still is to the man who must keep in step with the march of progress or drop out of line.

These men read technical papers—read them for their bread-and-butter interest—and it is these men who do the buying or influence the purchases of their companies. Should the responsibility for an important purchase fall upon the shoulders of that big, busy man who hasn't time for technical papers, he would still come under their indirect influence, for it is to some technical paper reader in his organization that he must appeal for information which he has been too busy to gather, and without which he cannot make an intelligent decision.

The technical paper lives and thrives only because it supplies a vital business need of thousands of men who are or are to be important factors in the world's work, and that also is the reason why it is of inestimable value as a means of communication between buyer and seller—as a powerful force in the economical distribution of technical products.

The highly specialized character of the technical journal minimizes or eliminates waste for the advertiser, because the matter it prints is of but slight interest, even if intelligible, to any but readers engaged in the line of work to which the paper is devoted. It might almost be said that the circulation of a technical journal is selected automatically from among the very classes of people, and often from among the very individuals, with whom the advertiser in its field is most anxious to do business.

The loyalty of the reader is another element of strength in the technical journal, for it not only makes him a partisan for the paper, but, approving its policies and methods, he places confidence in its advertisers on the usually correct assumption that they would not be permitted to present for his attention any product which the publishers did not approve. He knows, too, that the editor is watching for fraudulent products and propositions in his field and will expose them without hesitation when found. He knows that no reputable technical paper will permit paid advertising to masquerade in its pages as pure reading matter. And, whether he knows it or not, the paper is made for him; for it is only through a conscientious service to

him that it can create an advertising value that the advertiser will be willing to buy.

When a man reads for mere entertainment or for general information on current topics, he may read a half dozen or more of popular publications without having any very marked preference for any one of them. Among technical journals this is rarely or never true. If he takes a dozen of them, one looms high above the rest in his estimation, and that one he reads with abiding confidence. But duplication of circulation is not large among technical journals. In the power plant field, for instance, a field served by perhaps eight or nine publications, the duplication between any two of them would probably not exceed ten per cent, and there are actual figures to show that, in one case at least, it was only about four per cent. A study of the editorial make-up and of the volume and character of business carried by these publications will satisfy the discriminating advertiser as to which and how many of them he need use in order to cover the actual buyers of the field. And this applies as well to any other field.

The problems of solicitors for technical journals have been simplified to a marked degree during the past decade by the publishers themselves. The solicitor who, in days gone by, had to depend largely upon personal friendships, drinks, cigars, a line of stories not always matching Ivory Soap in purity, and the ability to make a "good fellow" of himself on any and all occasions and at whatever cost in self respect and personal comfort, can now step out into the open and do business on a business basis. He is supplied

with facts and figures, and it is gratifying to feel that most of them will stand the acid test.

The technical paper solicitor of today goes to his prospective advertiser not only with definite information as to the quality and quantity of his "goods," but with sufficient knowledge of his prospect's business to discuss it intelligently from an advertising point of view. He tells this possible customer how many copies of his paper are printed each month or week, as the case may be, and what becomes of them; how many copies are paid for and whether they are paid in advance; how many copies go to each state, and to how many different postoffices in each state they are mailed. He goes farther—he tells what classes of men are on his subscription list, and, approximately, how many of each class; as, for instance, so many power plant owners, so many superintendents, chief engineers, operating engineers, etc. He deals in known quantities, as never before, and his paper prospers because he sells a definite service at a fixed price. He no longer asks or knowingly accepts "support" from advertisers, but presents his proposition on its merits and asks for business on the basis of actual value.

Furthermore, the modern solicitor on a technical paper does not confine his conversation to the subjects of circulation and space. He can talk "copy" as well, and make copy, too, very creditable copy, if he doesn't want to wait until he can get it from his paper, which, like other enterprising technical papers, maintains a staff for the purpose of advising with and preparing copy for its advertisers.

Pure selfishness, if no higher motive, leads the wise solicitor to decline any advertising not suited to his field, paper and clientele. And he is careful to tell his prospect what advertising in his paper may reasonably be expected to do for the prospect's business. In every field there are, doubtless, some lines of business which will find a more ready response than others to advertising. There are new things upon which a tremendous amount of educational work must be done before there will be more than a few direct replies. And then there are things which may be regarded as luxuries and which need advertising only to pave the way for the personal persuasion of the salesman. In other words, the good solicitor sells advertising for what it will do for a particular business, rather than for what the advertiser may think it ought to do, and so not only tends to insure the continuance of the business but does the advertiser a good turn at the same time.

Every solicitor representing a standard technical journal knows that advertising pays, not only in his paper but in other good papers of similar character. He doesn't merely hope that it pays, he knows it from his advertisers—sometimes expressed in number of inquiries, sometimes in dollars and cents of cost against dollars and cents in traceable returns. He knows that after the would-be advertiser has satisfied himself as to the salability of his product and margin of profit, the question is not "Shall I advertise?" but "How, and in what mediums?" And the solicitor who is big enough and broad enough to be a good solicitor will give that man the best he knows, for the good of the cause,

as well as for his own ultimate good, and without too much regard for his own immediate interests. For, after all, business is founded on confidence, in the good sense of that term, and it pays to play fair.

PART XVI

SELLING ADVERTISING FOR AGRICULTURAL PAPERS.

By T. W. LE QUATTE

Advertising Manager Successful Farming, Des Moines, Ia.

It is one thing to have your statements believed. It is quite another thing to have them realized. We believe there was a Civil war in 1861-64. Our fathers realized it.

Most people believe in the buying power of the farmer. Few of them realize what it means to their business.

It is one thing to know the possibilities of a market. It is an altogether different matter to select the advertising medium which will reach that market and give the advertiser the full fruit of the market's possibilities.

Comparatively few city people know the possibilities of the market among the farmers. Only a small percentage of those who have this knowledge are sufficiently familiar with the farmer's reading table to know what medium will most surely and with the greatest influence carry the advertiser's message to the farmer or to his family.

The man who sells advertising space in farm papers is confronted in most cases with a very thin but very tough crust of superficial knowledge surrounding a vast amount of ignorance in reference to modern farm conditions.

This applies to the man who makes the merchandise; to

his jobbers (if he sells through jobbers); to his dealers (if he sells through dealers), and frequently to his advertising manager and to his advertising agent.

These men are all honest. They are all fair minded. They are all intelligent. But they are all human and it is only human to allow one's judgment to be colored by one's surroundings. Someone has said that "Morality is simply a question of geography." It is quite as true that judgment is largely a question of environment.

The judgment of the man who was born and raised in the city and the man who has been away from the farm long enough to make a place for himself in the city is equally prejudiced—one by his surroundings and his imagination, the other by his memories of past conditions.

So long as factories and stores and advertising agencies are for the most part located in cities and managed by city men, these conditions will confront the man who is selling space in farm papers.

The best type of farm papers combine the better characteristics of the Scientific American, McClure's Magazine, the Ladies' Home Journal, and the Christian Herald. The average city man will smile in a pitying way at that statement and thereby prove all the statements I made in the early part of this article.

Must Know the Science

It is an absolute fact, and the advertising solicitor for such a farm paper must be able to present these different

phases of his publication to prospective advertisers. He must know why the successful farm paper of today has these characteristics, and he must be able to prove every point by indisputable evidence.

Farm papers continue to thrive and increase in influence primarily because they show the farmer how to make more money out of his farm. That is the business and scientific side of the farm paper.

All over this country there have been developed within the last few years men who are giving their lives to a study of scientific farming. They are so imbued with the importance of their work to the nation that they are throwing themselves unreservedly into the work of teaching the farmer how to conserve his soil and at the same time to increase the yield of corn or oats or wheat or other crops and to produce the types of horses and beef and dairy cattle and hogs and sheep and poultry, etc., that will insure the maximum of income with the minimum of expense.

The individual work of these men is confined largely to agricultural colleges, but the farm papers carry their messages to nearly every farm in the United States.

It is the scientific and business side of the farm paper that assures a profit to the advertiser of improved farm machinery and kindred lines of merchandise. Just in proportion to the development of this part of its editorial policy will the paper pay advertisers of these lines.

In a non-partisan way, the better farm papers help to form and crystallize and make effective the desires of the farmer for legislation that will affect his business and

undertake to expose to him the real facts concerning conditions that have to do with his prosperity aside from the results of his own individual efforts on his own farm. McClure's Magazine is not more earnest or more effective in its exposure of wrong business conditions than is the better farm paper.

The high moral tone of the editorial matter in the recognized leaders in the farm paper field is due not only to the desires of publishers to keep their papers on a high moral plane, but to the moral attitude of the farming population of this country, which would preclude the possibility of success for a farm paper publisher who took any other ground. It is a question if any religious paper has a greater moral influence than a good farm paper has.

The Appeal to Women

The wife and mother on the farm is far more definitely a partner in her husband's business than is the city wife and mother.

In the city, social life is usually a thing apart from business life. The wife is not always in close enough touch with her husband's business to advise with him about it or even to make her own purchases with an intelligent understanding of whether or not they are justified by the family income. Unless she inherited it, the city wife and mother does not usually have an independent source of income.

On the farm, the conditions are different. The state of the crops, the progress of the live stock and the condi-

tion of the farm are proper and interesting topics of conversation wherever men and women of the farm meet.

The wife appreciates the value of improved machinery, better stock and better buildings on the farm quite as well as her husband does. Her butter and eggs bring an income that is usually recognized as belonging especially to her, apart from the general profits of the farm. The garden, the poultry yard, the dairy and home-grown live stock provide at absolute cost of production the staple articles of food that the city woman must pinch her allowance to pay for.

The butter and egg money buys prepared foodstuffs and the many articles that are just as dear things to the farm woman as to her city sister—articles of dress—for the home—for her children—for the pleasure, comfort or improvement of the family.

She reads and is interested in even the business side of the farm paper, but she dwells with special interest on the pages devoted to the home and to her individual interests as a woman and a home maker. The Ladies' Home Journal side of the farm paper has been developed to meet this condition.

No other class of publications going to any other class of people touches the life of the family at so many points or in so intimate a way as does the farm paper of recognized standing. An introduction to the farm family through the farm paper is the very best introduction an advertiser can get.

The man who sells the service of a farm paper of quality

to advertisers must realize these things. He must impress them on prospective advertisers. He must be an educator. He must be able to prove these facts. He must use his evidence.

Things to Remember

A proper adjustment of the following facts to the case in hand will enable the solicitor for a farm paper to be of most service to the advertiser and to his paper:

1. The income of the average farmer is greater than the income of the average city man.

2. The average farm family buys a higher quality of merchandise than the average city family buys.

3. The better farm papers more nearly reach all of the members of the family to which they go than does any other class of literature.

4. The total circulation of all farm papers is greater in proportion to the total number of farmers than is the total circulation of magazines of general circulation in proportion to the total population.

5. Some campaigns should be conducted principally in farm papers with supplementary campaigns in magazines, newspapers, trade journals, etc.

6. Some campaigns must be conducted exclusively in farm papers.

7. Some campaigns should be divided in proportion to the distribution of the population among (A) farm papers

to reach farmers. (B) Magazines, newspapers, etc., to reach city people and (C) trade papers to reach dealers.

8. Some campaigns should be conducted principally to city and town people through mediums that reach those people and supplemented by a campaign to farmers through farm papers.

9. Some campaigns must be confined to mediums reaching city people.

10. The same copy and the same methods on the same article of merchandise may succeed in town and fail in farm papers or vice versa, even though the article is sold or one that may be sold in both city and country.

11. It is just as foolish to encourage an advertiser to use farm papers before he understands farm conditions as it is to pull peaches off the tree before they are ripe.

These statements seem like the merest commonplaces. And they are. But the failure to realize the significance of some one or more of them has meant the loss of business to many a farm paper publisher and the loss of a good profit to many an advertiser.

The fact that farm papers as a class have shown a greater increase in advertising revenue during the last two years than has been shown by mediums of any other class is conclusive proof that advertisers are coming to understand the possibilities of the farm market.

The rapidly increasing number of advertisers who are using both farm papers and mediums to reach city and town people is evidence that they are beginning to realize that it is just as much a waste of energy to send a salesman

over a territory and cultivate only half the market as it is to plant a field to corn and cultivate only half the rows.

The manufacturer who uses each class of mediums in proportion to the possible market for his product among the people with whom that class of medium holds first place will reap the maximum of results at the minimum of expense.

PART XVII

SOLICITING ADVERTISING FOR RELIGIOUS PUBLICATIONS

By JAMES K. BOYD
Advertising Manager, Extension Magazine

This class of soliciting should be no different from soliciting for any other class of magazines, and would not be were it not for the fact that for a number of years the religious publications have been forgetting the style of their mediums in a manner to preclude the deepest interest on the part of those who receive the various periodicals, whether a magazine or newspaper. The subscriptions are secured largely through appeals made to aid certain causes, either of a missionary nature or of church work at home. It has always been conceded that magazines or periodicals of any nature, subscriptions for which are secured other than on the merits of the publication, do not have the advertising value that the ordinary paper or magazine has.

Again, it is quite true that religious publications are not particular as to how near they quote their actual circulation; the same feeling seems to prevail in the advertising departments of the religious magazines—that is, to get as much as you can, and as often as you can, without really expecting to give results.

Many of the religious publications of today continue along these same indifferent and valueless lines, and their

advertising columns indicate this immediately to one familiar with the advertising business.

In other words, the real facts are that the religious publications, if properly conducted, with text matter of an interesting character furnished, should be the most valuable media for advertising any legitimate product that is required, as food, clothing, amusement, etc.

We have tried during the past two years to secure advertisements for a religious publication on purely commercial grounds—so much bona fide, paid circulation, among the right class of people, secured through a presentation of the merits of the magazine, for so much money. It can be seen at a glance that with a Culinary department, a Pattern department, a Children's department, a Question Box department, etc., interest is taken in the magazine each and every month it is issued, and the advertising columns of the magazine to which we allude give the most practical demonstration of the real value of a religious publication that is conducted along high-class, reputable, consistent and businesslike methods.

A further practical demonstration of its value is the fact that the twelve-time contracts of some of the most prominent national advertisers, who of course have only a publicity copy, as well as the contracts of many advertisers who require actual returns in order that the same may be of value to them, have been renewed for a second term. The class of business is extremely diversified, indicating an unusual interest on the part of the readers of this publication in all classes of advertising.

The writer has had experience on other religious publications that were not built along these lines and that did not have the circulation many times claimed, unfortunately, and it is our opinion that at least a few of the religious publications could be made to pay the advertiser very handsomely.

There is no reason why a publication, with covers printed in two colors, and containing articles on matters that pertain not only to the household but to the church, cannot be made of unusual value to every class of advertiser. The character and class of the magazine should of course be kept up continuously, and with proper attention given to the positions of various copies, there is no reason why the same results should not be obtained from a good religious publication as from a good ordinary magazine, if not better. Our experience during the past two years demonstrates very thoroughly that this is the case.

In presenting our magazine to advertisers, we don't pretend to sell space; we sell service, and we know that they get it, and they know that they get it. Under the circumstances, it is not, of course, surprising that a magazine of this nature prospers.

I can therefore say in closing, notwithstanding it may be a repetition of something said in this article before, that we are confident there is as much value in religious magazine advertising as in any other class of magazine, where the advertiser has a legitimate product and wishes to reach the alert and better class of intelligent readers in the United States.

PART XVIII

SELLING OUTDOOR ADVERTISING (ELECTRIC SIGNS, PAINTED BULLETINS)

By ALBERT C. DASCHBACH,

Of the G. G. O'Brien Bulletin System, Pittsburg, Pa.

A professor in the psychological laboratory of an American University asked himself why the business men of America invest the fabulous sum of $600,000,000 a year in advertising, and he set himself the task of discovering and analyzing the reasons. It is quite certain he did not discover all of them, but from his investigations and experiments he did draw at least one fundamental and everlasting principle: "The man who sees the same advertisement month after month will at last purchase the goods advertised without ever having paid any particular attention to the advertisement; and he would be unable to say why he purchased those particular goods."

This principle applies with singular force to outdoor advertising. You can't say no to a signboard. You may cast the most catching circulars into the waste basket, although you should not; you may overlook or avoid the most brilliant advertisement in the newspaper, even though it be at the top of the page and next to reading matter; you may or may not skim through the advertising pages of your favorite magazines; you may be as preoccupied or as unin-

terested or as obstinate as you choose, but you will read the signboard.

You must read it. You cannot summon enough will power to shirk it. If you miss it today, it will get you tomorrow. The picture or the trade-mark or the name on it will get into your eyes, or the jingle of its catch-phrase will get into your ears, and its subtle, persistent suggestion will stick in your mind for years.

If you were a boy or a girl, say in the early eighties, you can still remember how "Soapine did it." And one of your earliest mental visions is a picture of that whale. Probably if you come across a package of it today you will buy it, if for no other reason than that it was a part of your earliest education.

The signboard does not say "Will you buy?" It says, "You will buy." As often as not it will give you no special reason, and never an elaborate explanation. It's a curiously domineering sort of thing. You may not actually need a biscuit, but your hand will eventually go down into your pocket and out will come the ten cents. It is inevitable. You are merely obeying a compulsory law of psychology, a law as old as civilization itself, a law that even psychologists do not know a great deal about. But we know the law exists and that it is more effectual than whole libraries of philosophy. It is instinctive and universal.

The signboard stands for this deep-rooted principle of reiteration, and the elucidation of it to the buyer of advertising is Chapter I in the book of signboard salesmanship.

The Idea is The Thing

The man who goes out to sell signs is dealing not in space but in ideas. A mere space seller is without honor in his own office. Virtually the salesman must create the thing he sells. Almost invariably the advertiser looks to him for copy and plan of action, and on him rests largely the success of the venture. To be sure, he has an organization back of him, associates to suggest, to co-operate and criticise, and other skilled men to work out his ideas in color and line, but it is the solicitor himself first and last who must do the thinking. He must study the needs of the advertiser and work out plans to meet the needs. He must even put into the advertiser's mind ideas that were never known to exist there before. With the advertiser it is not so much a question of price as probability of success. The average manufacturer or merchant is receptive to the seller of signs, if only he bring with him an idea. Here is a little incident that illustrates the point: A certain young and enthusiastic salesman solicited a prominent jewelry firm, offering an electric sign in a conspicuous location. After a succession of interviews the prospect looked most promising. Indeed, the solicitor counted upon it as a secured order. Then one morning he returned to his office disappointed and depressed, and with a very poor opinion of that jewelry firm. The sky had fallen; he had been turned down. "What did you offer them?" he was asked. "The best sign on the avenue," he replied. "And what did you propose to put on it?" For answer he displayed a con-

ventional ordinary jeweler's "ad." Then somebody was seized with an idea: "Diamonds are that firm's specialty—it imports them from Holland—we have just leased a little triangle of ground on a corner of the avenue; build a real Dutch windmill there and make it work—make its huge arms sparkle with lamps for night effect—paint your copy on the building." A hasty rough pencil sketch was drawn almost as quickly as I am telling it, and the solicitor was off to the jeweler with new enthusiasm of a different sort. Inside of the hour he was back with a signed order representing almost twice the amount of the investment originally suggested.

That same investigator quoted in the beginning says: "The picture that tells the story is more easily comprehended than any possible expression in words." The seller of signs must cultivate imagination. He must be somewhat of an artist and somewhat of a copy-writer. Nations have been overthrown by a battle-cry, Presidents have been elected or defeated by a slogan, and great advertising ventures have been won by the magic of an infectious phrase or a compelling picture.

Faith and Justification

The salesman must not only have faith in his signs, but he must be able to justify his faith. And that is easy enough, for he has a medium that thrived and helped others to thrive centuries before the art of printing was invented. He has the most democratic of all mediums, a medium that

regards neither caste nor creed. It is on terms of every-day familiarity with the President and his Cabinet, and with the humblest day-laborer. Its worst enemies pay it its most valued compliment—they cannot help seeing it. Its circulation books are wide open at all times to the adver-tiser's and the public's inspection. Its clientele is limited only by the population. Alien as well as native can read it, for it speaks a common tongue, the picture and the simple word. It has no editor's page to boost it; it speaks for itself. Attacked, it simply goes on minding its own busi-ness. It is a medium that makes only one pretense, and that is to advertise. It recognizes only one thing as digni-fied or essential, and that is to get the business.

It flanks all the highways of travel, trolley lines, rail-roads and rivers. Wherever people are gathered together in numbers, there you find the signboard. It is an irritant, if you will. All good advertising is an irritant.

The salesman must be assured that today, more than ever before, the signboard is a power in the field of adver-tising. He has only to point to the recent census returns to prove how signboard circulation has grown in the cities during the past ten years, and then to the long and highly reputable line of advertisers who profit by signboard pub-licity year after year. In his own city he can point to pros-perous concerns that frankly attribute a large measure of their success to the signs; business that from modest begin-nings grew influential and strong under the policy of out-door advertising.

By no means the least important thing the salesman

must know is his own territory, the distribution and character of population and the gravitation of travel to centers. He must have authentic figures as to the daily or weekly travel at given points on the trolley lines, railroads and thoroughfares which his medium covers. He should have similar knowledge as to the patronage of institutions and places of public assembly surrounding particular locations. The advantages of a sign location are not always apparent to the casual observer, even though he be a resident of the city. It is a matter for special observation and investigation. The fact that a sign, for instance, is opposite Schenley Park entrance and the Carnegie Institute in Pittsburg may convey only a general idea of the value of the sign to the customer, even though you have him on the ground; but if you can inform him that 200,000 persons are drawn to that institute across the street in the course of every month, that 50,000 to 100,000 persons are frequently attracted to the park to visit the flower shows, games, races, etc.; if you point out a score or more of other institutions and give him authentic detailed facts concerning their patronage; if you show him that 200,000 persons pass your sign daily on the trolley lines; that you can draw a circle of three miles' radius around the sign and encompass 80 per cent of the city's population, you are giving him illuminating and convincing information.

The Sign-Board Grievance

We have already mentioned that signboard advertising, like all other aggressive advertising, is in some measure an irritant. But to some persons of highly organized sensibilities, or as I should prefer to say without intention of offense, with misguided esthetic leanings, the signboard is an irritant beyond endurance. This is sometimes a difficult case to diagnose, but the salesman has to contend with it occasionally. In extreme cases the favorite prescription is anesthetics in place of esthetics, but in its ordinary form it is no deeper than the human cuticle.

The signboard requires no apology. It is part and parcel of our modern commercial civilization, which truly enough leaves its trail of destruction as well as construction. Now, the signboard is not destructive. At the worst it is only obstructive, and there's plenty to be said for it on that score. In our residential sections, which it is sometimes said to profane, it retires sooner or later in favor of corner groceries, barber-shops, saloons, and the like, which may or may not come within the realm of the truly beautiful.

Can we view with complacency, as we certainly do, our commercialized country, our tunnel-scarred, undermined and deforested hills, our polluted streams and smoke-blackened valleys, our cramped and contorted cities, our very bad architecture, not to mention overhead wires, telegraph poles, and other far more permanently unpleasant things, and then reasonably and consistently single out for vilifi-

cation the busy little signboard that never did any harm in the world but advertise? Worshippers of the high and holy should be at least tolerant of that which is practical and on the level. We have a right to demand it of them. To be perfectly fair to the signboard, we must either demolish most other things commercial that men have done and start civilization over again, or else let the signboard alone, for it is just a cog in the wheel of business promotion.

However, the real spirit of the vast majority of us toward the signboard is one of tolerance, amusement and interest. We are supposed to accept good-naturedly all well directed, sincere human effort. We look for sermons in stones. If we happen upon a young artist in overalls with a few tin cans for a pallet, balancing himself on a swing attached to a 12x30-foot signboard, absorbedly and skilfully laying in a bit of summer landscape for his five or six dollars a day and our pleasure, or lettering a sack of flour for our information, we are not going to be caddish about it and tell him to be off with himself and his signboard. No, we linger a moment to smile or to admire. I have yet to meet an artist with the signboard grievance weighing on his soul. But I have seen an artist of international reputation emerge from an international exhibition, pause on the sidewalk, and cross the street to pat the young sign-painter on the back. That prompts me to ask a leading question—but very softly—in a whisper: If all our young sign-painters should develop into Raphaels, Rembrandts, Corots and Whistlers, not to mention Chases, La Farges

and Childe Hassams, what effect would that have, let us say, on the truly beautiful?

Strange as it may seem, every sign-painter who is a sign-painter has some vague dream of that sort somewhere in the back of his head. He is somewhat of a reformer himself, if you please. It was a leading American illustrator who declared not long ago that modern illustration, including such strictly commercial work as advertisement drawing, useful certainly and capable of the finest treatment, may be the unassuming foundation of a school of American art.

The Modern Electric Sign

The huge modern electric sign, with its complexity of lamps and wires and mechanism, is the automatic, rapid-firing siege gun of advertising. You mount it at some strategic point and its divining rays seem to shoot out instantaneously into all quarters of the community, and even to parts beyond. The erection of it is somewhat in the nature of a public event. People are impelled to talk about it and carry the news about it. You need not go to New York to learn what the latest display is on Broadway. You can gather descriptions of it from your friends and chance acquaintances, from conversations overheard in the streets or on the cars. In equal measure the latest achievement in Chicago or Pittsburg radiates, as it were, to surprisingly distant parts. You can plant it almost anywhere in the city and its presence immediately becomes known. It is of the city and for the city. It is the vehicle for

addressing vast audiences in populous centers. It stands for concentration as opposed to distribution, and that is a question widely discussed among purchasers of outdoor advertising. You can hear as many reasons from one side as from the other. As far as I have been able to discern, it is a question of the time, the place and the thing advertised.

The sale of electric signs is another draft on the versatility and ingenuity of the salesman. At this point he enters a new field of invention, the conception of ingenious mechanical devices that not only tell the story in color and line, but act it entertainingly and convincingly. First you conceive the idea, then you make it work. The amount of mental energy consumed in conceiving wondrous things that will work, and others that won't, is not exceeded even by the light bills; and in many modern electric signs, it may be said, these are sufficient to illuminate a skyscraper.

Making Good to the Advertiser

The renewal of an advertising contract speaks louder than words. It is one thing to secure an initial order from an advertiser, but quite another thing to renew it. Many arguments and much persuasion may be brought to bear effectively in the first instance, but in the second there is just one inducement, and that is to have made good. Failure to renew reflects not only on the medium, but on the salesman. Of course, no medium can hope to hold all its advertisers all the time. But the fact remains that outdoor advertising stands very high among mediums in the per-

centage of its renewals. Its deep-rooted principle of reiteration bears fruit. Its policy of long term contracts and the continuation of them tests the successful salesman. He needs to be alert at all times to the interests of his clients, and to encourage them when they hesitate, as they may. He may even lie awake nights without incurring the charge of working overtime. I once heard of an accomplished salesman who varied that habit a bit by lying awake mornings, but I have learned since that he is out of the business.

PART XIX

THE SELLING OF STREET CAR ADVERTISING

By M. WINEBURGH,
Eastern Advertising Company

This is the most practical era the world has ever known. The Missouri idea has crystallized into an eternal business fundamental. The telling of tales with a gamboge hue no longer suffices as a reason why you should buy something.

People want to know, and successful salesmanship resolves itself into telling what is so. Of course some men can tell a thing better than others, but the salesman who wanders today from the broad pathway of truth-telling has his back to the goal.

Talk Medium and Market

In selling street car advertising, talk both Medium and Market.

To begin with, he must believe in it absolutely.

The only salesmanship that annexes signatures to contracts is the salesmanship backed by faith plus.

I know of no other method devised by man whereby an advertiser can reach so many people at the expenditure of so little money as the street-car method, and I aim to make my customer feel the same way.

The opportunity is there all right, and if he fails to use it, the fault is his and not the medium's.

The advertiser should be shown the possibilities of the regular 11x21 car space. Colors being available, the cards can be made almost as inviting as an art gallery, and many times over more useful.

I call the customer's notice to the marked advances in the economy of the times; a man need waste no time seeking the things he needs, but may ride in a street car and have arrayed before his eyes a list of the most useful, most desirable and best of everything the world produces.

Street car advertising has many sides, and all of them are good. It is essentially local, and does not weaken its force by scattering into the highways and byways.

If you advertise in the Boston cars, you reach Boston people collectively, and if you don't get results in Boston you cannot be deceived by the thought that maybe the advertising helped your business somewhere else.

The newspaper and magazine may easily give a reason if an advertiser fails to find results in them, but you can readily show an advertiser that the street car cards must make good, and there can be no dodging the outcome.

They either pay, or they don't, and he doesn't need anybody's help in finding it out.

Spaces in street cars are limited to about thirty, and there competition for attention ceases.

You need match you wits in securing attention with a few competitors only.

Your competition is all in plain sight.

There is nothing hidden between pages, and there is no need of turning over leaves to find what is printed.

It is all there before the eyes of the world.

Constantly on the Trail

In the street car the ads look for you and they follow you about with a persistency that cannot be eluded.

Street car advertising is, as I have stated, essentially local, and yet it is distinctly national. It gives the salesman of street car publicity a broad field in which to look for orders.

There are two things every solicitor can prove: That no advertiser can ever hope to cover the country throughly without using the street cars, and that no local advertiser can reach the live, active, purchasing element of his community without doing the same.

The best-known products in America are advertised in the street cars, and the names of these products have become household words everywhere, largely because of the fame brought by street-car advertising. This fact is so pointed and so apparent that it is perhaps the strongest argument a solicitor can advance to local advertisers.

Whether a man be a Methodist, a vegetarian, a Catholic, a Gentile, a Jew, a Republican, a Democrat or a Seventh Day Adventist, the car reaches him for you.

The salesman of street car cards should strive to convince his customer that the car reaches every element and

stratum of human society; that it is all embracing—a single gathering place for rich and poor, employer and employed, young and old.

To reach in any other way such an army with so many diverging columns and companies, an advertiser would have to use every different publication devoted to politics, religion, social economy, art, science, literature.

I have been talking about street car advertising as an institution.

It is all good, but there are degrees of excellence.

To get money it is necessary to go where the money is, and the most money is found where many people are employed at high wages; a fact which the good solicitor hammers in and rivets on the other side.

A compact territory goes far to solve the problem of distribution and that problem is considered by the world's greatest statesmen as the paramount question of this age.

My idea of the successful selling of street car advertising, put into few words, is this:

Tell what is so, and when that is done contracts will follow.

PART XX

SELLING SPECIALTY ADVERTISING

By M. E. REAM,

Vice-President and General Manager, Cruver Mfg. Co., Chicago.

Three things are necessary in a sale—a buyer, the goods, and a seller.

The modern standard of ethics in selling requires that the sale be advantageous to the buyer, and we have the idea of service to the buyer.

Let us consider the subject in this order:

The Buyer.

Who and where he is.

Why he should use Advertising Specialties.

Why we should sell.

How we should sell them.

Advertising Specialties.

What they are.

Purpose of them.

Salesman of Advertising Specialties.

Qualifications he should have.

How he should sell.

The Buyer

We refer, of course, to the logical buyer, the man whose interests will be served best by buying Advertising Specialties.

First of all, let us place the man who has a definite list of prospects or logical buyers, the location of each being known or readily determinable. An Advertising Specialty will carry his message to each one of these prospects and keep it there until results are secured.

The local retailer is one of these. He should serve all the people in a certain radius, but invariably there are some he does not "reach" and many more who give him only a small share of their business.

There is almost never another medium that these men can use with directness and effectiveness characteristic of the Advertising Specialty. Only a small percentage of his "prospects" are readers of any medium he may select and only a few of those are likely to see his advertisement. With an Advertising Specialty the circulation is under absolute control, and that each shall read the message is equally certain.

The Tradesman

The plumber, carpenter, contractor, and many others are in a similar position and an Advertising Specialty on the wall of the home, or office, the desk, or in the pocket of the logical prospect, fixes the name in mind, associates it with

the business of the advertiser, "warms the heart" and gets the business.

One of these men called upon a manufacturer of advertising specialties who was a user of the product of his trade.

This tradesman quoted good prices and satisfied the manufacturer his goods would be of satisfactory quality; and while not in immediate need, a future purchase was promised.

When the time came to buy, the tradesman's name could not be recalled nor identified among the lists of them at hand.

Shortly after the order was placed with another, he called again. Both were sorry, the tradesman because he lost the possible order, the manufacturer because he lost the saving he might have made.

The manufacturer suggested the value of an Advertising Specialty and that he might place one on the desk of each of his prospects to prevent any further loss of business already "started" and to get his message before each, a constantly present solicitor always suggesting but never offending.

The Local Manufacturer

He, of course, is a tradesman grown larger, and his needs are often similar. He frequently knows exactly who his prospects are, but no medium except it be built expressly to reach that list will do so; hence he is a logical buyer of Advertising Specialties.

One of these manufacturers, who evidently had no thought of getting business outside his immediate locality, where he was well known, distributed as a souvenir a crystal weight carrying a simple announcement of his business, and telephone number.

The town and state were not mentioned.

The imprint of the makers of the Advertising Specialty appeared very small on the weight and brought a letter from a firm in a distant state, saying that they had seen one of the weights and wished to make a purchase and asked that the address of the advertiser be furnished.

The self-evident value of this direct method has made it very attractive to all classes of advertisers, and much thought has been put upon its adaptation to their needs.

It has been demonstrated that an advertiser whose prospects are at first unknown may use specialties very profitably.

A well-known eastern manufacturer, making a luxury for the home, used periodicals to get inquiries; and in reply to each inquiry a catalog of various styles with prices and a well-written letter were sent.

This was followed with other letters, but not many, as they had probably found it unprofitable to follow more than a few times.

Their methods were known to several members of a specialty house, each of whom had previously inquired, intending to purchase but failing to do so.

After going over the case thoroughly, they suggested through a sales representative the use of a Specialty carry-

ing the strong selling points of the article; that is, appealing strongly to the prospective motives, and containing the **direct suggestion to order.**

The theory was that the pocket mirror carrying the message, including an illustration intended to appeal strongly to the prospects' pleasure motives, would sustain the interest, strengthen the desire to purchase and by repetition close a goodly number of orders that would otherwise be lost.

The results have been highly gratifying.

Sold to Definite Prospects

Specialties are often sold to be used in getting a definite list of prospects, and many plans have been devised for the purpose. Sometimes the specialty is given as a consideration for the name and address, sometimes it is given to induce a call at the place of business or a sample purchase, and there are but few if any lines of business where the specialty may not be used for the purpose of increasing the prospect list and the list of customers.

A manufacturer of national reputation had one brand of goods, the merits of which were little known to people generally. It seemed a case where it would be necessary to sell the goods before he could educate the public to their use; it also seemed necessary to educate the public before he could sell the goods. As a consequence, only people of certain classes used that brand, while just outside were thousands of possible customers; a business dead-lock, as it

were. A specialty campaign was suggested to introduce the line; a neat, attractive specialty was put on the outside of every package. The campaign cost about $20,000.00, but it paid enormous dividends and is still paying them.

This Was a National Campaign

It was carried on through the **jobber, wholesaler** and **dealer,** conditions usually considered as putting the severest test upon the Advertising Specialty.

What Advertising Specialty the advertiser should use will depend upon the circumstances. It is not necessary to work at random.

The Advertising Specialty salesman can and will either adapt one exactly to your needs or have his house invent or manufacture one if your problem be big.

Specializations

The day of the Specialist has arrived, not only in medicine, but in everything, including even advertising.

What to use and how to use it must be as accurately fitted to the problem as you expect the tailor to fit your garments. An Advertising Specialty is an article made for or adapted to the carrying of an Advertising message exactly where you want it, keeping it there, pleading your case constantly, often when and where no salesman could go.

It is to the best effort of the inventor, skilled mechanic and business psychologist to promote your business.

It differs from "Space Advertising" in that the carrying

of the advertisement is the **primary** purpose of the medium, in that the circulation is entirely in control of the advertiser and is sometimes 100 per cent effective and always nearly as great; in that, besides doing service in carrying the ad, the entire appropriation is presented to the prospects, and often at a value (retail) several times the total of the cost.

Signs are probably the largest member of the family of Advertising Specialties. These have become a staple in most of the forms of their use. They carry a message, an illustration, a direct command to purchase; and, like the rest of the specialty family, they perform their work at the exact time and place where the effect will be greatest.

One of the main features that help to sell the Advertising Specialty is its circulation, as already touched upon.

The Argument of "Lasting Appeal"

Another is its long life. The average is probably nearly a year and several hundred "readings" or "appeals" per piece. Many articles live for years. This long life results in almost immeasurable repetition, which has been classed as one of the most powerful factors in advertising.

Still another point of great value is that of "Preferred Space." The Advertising Specialty is usually designed to occupy, and is freely given, space that could not be **purchased** at any price.

The specialty serves the prospect and therefore pleases him—reaches his heart side. This feature is a very strong one, holding the customer against odds.

On the walls of the home or office, on the desk of the president or general manager of the big corporation, in the pocket or on the clothing, everywhere they are reaching for business, the most modern expression of the art of business getting, the youngest and most aggressive member of the family.

The Salesman of Specialty Advertising

In the very nature of things the work demands a man of special qualifications.

He must be a close student of all forms of advertising, because he must fit Specialty Advertising into a campaign which usually includes other forms of advertising.

He must write good copy. It sells goods both for himself and his customer.

He must be a business man of wide knowledge, that he may appreciate a business problem and be able to solve it with a specialty, if that be best.

He must know human nature, that he may know who are the logical prospects of any business and what will appeal to them.

He must be a good salesman, because advertising is not easy to sell, regardless of the undisputed fact of its great value in business.

If our salesman can show a grasp of a business problem and establish his sincerity, he may be sure of a constant and profitable welcome by the business man.

He must be honest with his customers and his house. The road of the dishonest man leads always downward.

A Business Builder

The Advertising Specialty salesman is a business builder. He should plan a method of business increase for his customer, then outline it enthusiastically; and this makes sales.

He must know the history of Specialty Advertising, its achievements and its hopes.

He is at once the prophet and lawgiver of a new plan. He is more. To him is the task of building the new plan and its applications.

He should sell service. Goods should be secondary. He must show his customer a profitable method of using Specialty Advertising and in that way conform to the law of compensation or mutual profit.

He shall thus best serve himself. He shall faithfully serve his customer, that his day may be long in the work he has chosen.

PART XXI

SELLING ADVERTISING ART, ILLUSTRATIONS AND ENGRAVINGS

By LOUIS FLADER
Advertising Manager, Barnes-Crosby Company, Chicago

Long before the art of writing was discovered or the alphabet was even thought of, man found expression for his thoughts in pictures. The ancients in India, Egypt, Europe, and our North American Indians, all communicated with each other through the medium of pictures, perhaps crudely drawn, but answering their purpose very well.

The development of modern languages and the use of the alphabet no longer makes it necessary for us to depend upon our skill as artists to express our thoughts, as we can write anything we can say by word of mouth. Yet there are many things we cannot describe by word of mouth; or if we attempt it, we fall short of our desire and need pictures to illuminate the text.

The novelist takes up pages in describing the heroine minutely, and racks his brain to find adjectives to paint the word picture. His similes are all extravagant. "Lips like a cherry," "Swan-like neck, "Hazel eyes," "Golden hair," and all the rest of it bring us to the point where the author finally admits his inability to describe a human being even to his own satisfaction, and he says "words cannot do her

justice." Then there is the scene that "beggars description."

Now comes the artist, and with his pen and brush in a comparatively small space—and in these days space costs money—fully and adequately presents to our view what the author simply hinted at.

Advertising to be successful must be salesmanship. Good salesmanship is always good advertising. Good advertising needs pictures to make it better.

Advertising Art is a name given to pictures of whatever nature used in connection with advertising—printed salesmanship. This qualification is necessary to show the distinction and difference between advertising art and ART. Not that advertising may not be true art in every sense of the word; but it may be advertising art and very good advertising art and yet fall short of the standards of art. This seemingly paradoxical statement is based upon the theory that advertising is conducted for but one purpose—to make sales, profits, to get the money. Thus if advertising art accomplishes that purpose, we are bound to proclaim it successful, regardless of its artistic value.

Appeals to All

It is generally conceded that the real problem confronting all business men is the problem of selling. Goods may be sold in an already existing market, or the market must first be created for the goods. Advertising plays an important part in either case.

The salesman offering Advertising Art—illustrations and engravings—deals in a selling power possessing the unique characteristic of appealing alike to people in every walk of life, regardless of their age, color or nationality. Pictures are understood by everyone. While every nation has its own language, pictures convey a particular message to all of them; hence pictures may be credited with speaking the universal language.

The salesman of Advertising Art has for his field the entire business world. There is hardly a business today that does not advertise itself or its products in some manner. If a firm advertises, they surely need illustrations and engravings. Advertising space, whether in newspapers, catalogs, magazines, circulars or booklets, represents an outlay of money and may be compared to the virgin soil of our prairies. The soil needs cultivation to bring forth crops. Advertising space needs to be cultivated in its selection, sown with the seed of forceful and convincing arguments and warmed with the glow and illumination of pictures, to produce a crop of orders. The salesman should know his own business best of all. That goes without saying. But he should also give sufficient attention and study to the advertiser's requirements to be able to suggest the right kind of illustrations to him. Pictures that fit his peculiar needs and of the kind that will accomplish his purpose to the fullest extent, with the least expenditure of money. The careful following of this principle invariably results in the greatest volume of profitable business for the salesman.

While the salesman with no other qualification than

cleverness frequently succeeds in taking a large order, he never gets above the order-taking stage. Many salesmen, and advertisers as well, judge the value of illustrations and engravings by their cost. The salesman at least should be fully aware of the fact that an illustration must be judged by what it does for the man who buys it, rather than what it costs. If he is familiar with this truth, it becomes his duty to impart it to his customer—the advertiser. The salesman should bear in mind that illustrations are used both for the purpose of attracting attention and also to reinforce the text. Those used to attract attention may be of a character differing widely from the pictures intended to help the public understand the advertiser's message. In the first instance a picture that is merely pleasing, attractive or even grotesque, will answer.

In the second case, something entirely different is necessary. Here the salesman must know by instinct and experience just exactly how best to convey the pictorial message. The subject deserves as close attention and study as the preparation of the text itself. There are many different ways in which we may show the same thing, but only one way is the best and it is generally the simplest of all. The illustration should portray the article—whatever its nature —in a truthful and convincing manner. It is not enough that the salesman and the artist understand the article to be pictured. It must be shown in such a manner that everybody will understand it.

The salesman, to be successful, must work with his client as well as for him. Every advertiser, present and future,

represents a live prospect. He needs but to study each individual's wants and supply them in an effectual manner, thus relieving the buyer of a great deal of work and worry. The salesman's success will depend absolutely upon his ability to recognize and apply the foregoing.

Avoid Cheapness

Above all, let the salesman avoid the bugbear of low prices. The buyer must be made to understand at the very outset that he cannot make money in buying illustrations and engravings. His profits must be made by selling his goods. Illustrations and engravings, in the majority of cases, represent but a small portion of the total advertising investment of which they form a part. Space, printing and postage, comprise by far the bulk of advertising expenditures. The difference in cost between the best illustrations and the other kinds is too insignificant to warrant the use of any but the best, especially when we consider that illustrations and engravings frequently mar or make the advertisement.

The salesman should bear in mind that many of our largest advertisers pay as high as $5,000 for one page in a magazine and cover 90 per cent of the space with an illustration. Pick up any magazine and go through its advertising pages. You will find that practically every full page advertisement is illustrated, and you will also learn that most of the space is devoted to illustrations rather than type. This practice is based upon years of experience and

its value is attested in every advertisement that fits the before-mentioned description. This should give the salesman an excellent idea of the value of his products and he in turn should impart it to the advertiser, who is not as yet familiar with the facts.

Where the market already exists, we may assume it is pretty well supplied, many firms or individuals offering the same article for sale. Those firms best and most favorably known then will make the greatest sales. Without advertising, the oldest reputable firm manufacturing a good grade of merchandise would lead all others in sales. With the aid of advertising, a new firm can acquire a reputation and volume of business in as many months as it formerly required years to bring it about. Advertising gives the business man an opportunity to describe his wares and introduce them to the public, and right here is where advertising art—pictures—comes to the front. Suppose you were going to sell a new cereal food, put up in one pound packages, decorated with a trade-mark of individual design and the labels printed in all the colors of the rainbow. Do you think it possible to describe the package in words so people will recognize it on the grocer's shelves from your description?

You can publish a chemical analysis of the cereal itself, tell all about the starches, phosphates and proteids it contains, but will the women folks give that a thought when they hurry to the grocery store to get something for breakfast, something that you can eat and like and still catch the "seven-twenty-five?" Hardly ever, and perhaps never.

You can, however, print a picture of your package in its natural colors; and if you are wise and know something about the power of suggestion, you will not be content to print a picture of the package alone, but you will print many pictures showing the tempting dishes, the pleased faces of the entire family indulging in your food, and countless other pictorial scenes, all of them intended to suggest the use of your article. Pictures will familiarize people with your products far better than words, because we remember what we see much longer and with greater accuracy than what we hear. The mind receives impressions through the eyes and ears principally. If you want to make a comparison of the two methods, try to recall word for word a two-minute conversation held less than one hour ago. Unless you are blessed with an exceptional memory, you will remember very little of it.

Now recall to your memory any one of hundreds of scenes you have witnessed. You will find you can do it very readily. Try another experiment. How often have you heard people make the remark, "I know your face, but I cannot recall the name." Construct your advertising so that the public will not only know the name of your firm and its products, but will know the goods themselves. Pictures will impress them upon their minds in such a manner that when they are ready to buy, the picture will rise and suggest YOUR goods.

As an evidence that pictures—advertising art—do sell goods, let me offer just one statement. Records show that the mail order concerns in Chicago alone sold One Hundred

Million Dollars' worth of goods in the year 1910. Every sale was made from catalogs, and every article was illustrated.

Market Must Be Created

If, on the other hand, the market must first be created, as in the case of new inventions, then illustrations more than ever become a necessity. Pictures of the invention, whatever it may be, its uses and application, will do more to create the market than any other medium. Everything from shaving soap to electric locomotives can be pictured in such a manner that the public will see and understand more at a glance than they would after reading pages of descriptive matter. And please remember, people do not have to read your advertisements. One page of type resembles another pretty closely, and it is that very sameness that prevents many a person from reading a type ad. One illustration in a page of type attracts the attention of the reader to the advertisement and thus helps the advertiser to accomplish his purpose and sell his goods.

Stop and consider what pictures have done for the automobile industry. They have not only made it possible, but profitable as well. No wonder automobile manufacturers use so many of them, and better ones, too.

What then has the salesman of advertising art—illustrations and engravings—to offer the advertiser? He offers him the most powerful factor in advertising, and that really is the reason for his existence. He needs no other, the one

being quite sufficient. He offers an unequaled service to the advertiser when he studies his requirements, suggests the proper use of illustrations and engravings, and watches their preparation and manufacture in the interests of his client. His services are on a par with the man or men who select advertising mediums for the advertiser. When the space has been contracted for, it is a liability, and becomes an asset only when properly used. Illustrations and engravings will assist you in turning your advertising expenditure into a profitable investment.

PART XXII

THE SELLING AND SERVICE OF PRINTING

By JOHN CLYDE OSWALD,
Publisher, American Printer

Printing is the seventh industry in importance in the United States. A moment's thought will show how indispensable it is in the conduct of modern business. All day long, more than three hundred days in the year, hundreds of thousands of business employees in following their various activities find that nearly everyone requires the use of printed matter; hardly a move is made in which it does not play a part. With the demand so universal it would seem as if the selling of printing would be an easy matter.

From some points of view it is. There are printing offices which boast of the fact that they make no effort whatever to get customers. They hang out their signs displaying the fact that they are prepared to do all kinds of fine printing, and the work comes to them. Low prices have a good deal to do with such a condition, however. To establish a trade in which there is a profit in every job turned out is not so easy. Hardly a week passes but that THE AMERICAN PRINTER receives an application from some printing house for the services of a competent salesman, and we are usually obliged to return a negative answer to the application, with the information that good salesmen

of printed matter are so rare that they are practically never without positions.

Printing Comparatively Unprofitable

Comparatively speaking, printing is an unprofitable business. Printers do not rank high in Bradstreet's and Dun's or at the bank. A New York banker recently told the president of one of the employing printers' associations that he knew of only one class of business rated lower than printers in financial circles. My respect for the business forbids my giving the name of the class referred to.

There are three reasons why printing is unprofitable to the printer.

First, he must wait until he gets an order before he can go ahead with its execution. This prevents the utilization of slack time in the making up of stock for sale at a later date. When there are no orders in the printing factory it stands idle. Goods cannot be made up and stored for future delivery, as is the case with most mercantile lines.

Second, the printer's product is of no value to him or anybody excepting the customer from whom the order is taken. If there should be a slight error or defect of some kind, the product becomes absolutely valueless. The printer cannot sell it as a "second," as would be the case with shoes or clocks or some similar commodity. I know of the case of a printing establishment which produced a three-thousand-dollar catalog for a furniture house that two or three days after completion was a perfect piece of work;

later a chemical decomposition of some sort took place between paper and ink and three weeks after the completion of the job the illustrations could be rubbed off the paper without difficulty. The customer refused the job and it became a total loss. There have been many similar instances.

Third, practically all employing printers are graduates of the mechanical department and therefore go into business without business training. The business man in ordinary lines knows that the first principle of business procedure is to find out the cost of an article before fixing its selling price. The statement may not be believed, but it is nevertheless true, that out of two thousand printing offices in New York City not two hundred have adequate cost systems that enable their proprietors to know what it costs them to turn out the work they are selling. A recent investigation disclosed the fact that probably seventeen hundred and fifty of them have no cost systems of any kind. This condition is not peculiar to New York alone; it prevails in every city in the country. Therefore, the making of a profit becomes purely a matter of luck and it is axiomatic in the trade that printers are not lucky.

I have made this somewhat extensive reference to the general unprofitableness of the printing business because it has an important bearing upon the selling of the printer's product. A narrow margin between cost and selling price limits the amount that may be spent in the selling campaign. Nevertheless, printing goes on in increasing volume

and the selling side of the business develops in corresponding importance.

Printers Do Little Advertising

Very little is done by printers in the way of display advertisements in the newspapers and periodicals of any kind. Occasionally one will see advertisements in the newspapers, particularly in the want columns, where cut prices are advertised. One New York printing house a year or two ago used large display spaces in the daily newspapers and reported in response to our inquiry that the results were satisfactory. It is to be noted, however, that the experiment was not repeated. Another New York printing establishment is using large display notices on the stations of the elevated railroads that pass near it. It has done this periodically for a number of years and reports that the results are fairly satisfactory. The method is not followed the year round, the publication of the advertisements being restricted usually to two or three months in the winter time. A printing house in Washington, D. C., some years ago started an energetic campaign of advertising through the local daily newspaper and for a time it seemed to pay, but as a whole the venture proved to be disappointing.

Most printers advertise through circulars and samples of their work. They follow the plan of making an overrun on an attractive job where permission to do so can be obtained, and then to send the samples out to prospective

customers in similar lines. Usually, however, the circular that in wording and mechanical execution is a product of the shop sending it out is used. It serves the double purpose of presenting at the same time the argument to the prospective customer and the quality of the work advertised. Some printers do their advertising regularly and according to a definite plan. Most of them, however, get out their own advertising matter only when they have nothing to do for other people.

The monthly blotter is very popular. It is of a mixed quality—good, bad and indifferent. Some of the samples that come into The American Printer office cannot help but keep trade away instead of drawing it to the shop from which they emanate, and if business comes to them it is in spite of their advertising and not because of it. Happily they are in the minority.

House Organ a Factor

The house organ is a favorite medium of publicity. There are a number of printing establishments which have the reading and illustrated matter of their house organs prepared by experts and the issue is regular. They cannot help but be of benefit, indirect if not direct.

The calendar, monthly, semi-monthly and annual, is much used. Many printers keep to a regular form year after year, thinking in this way to impress their trade marks upon their customers, while others have a new design for each year. Many beautiful specimens of printing are thus displayed the year around.

Some of the larger houses have organized advertising departments and carry on a systematic campaign. A list of large users of printing is compiled and regularly circularized by means of printed samples, fac-simile letters, personal letters, etc. Salesmen are employed who are not only the representatives of the house among its present and prospective customers in what is known as "outside" work, but they are versed in the practical side of printing and devote a portion of their time "indoors" seeing that the work is carried through properly.

Salesmen Must be Familiar With Trade Conditions

Such a salesman familiarizes himself with the requirements of his trade and is always prepared to make suggestions to meet them. He looks through and beyond his own needs into the needs of the man for whom the work is to be turned out. He sees what is to be accomplished and sets about to accomplish it, relieving the customer of all burdensome detail. If illustrations are to be used he has the photographs, drawings and engravings made. He employs a writer to prepare the text matter. In fact, all that the customer needs to do is to O. K. the dummy and the material to go into it as it is prepared.

The best salesman of printing is usually the proprietor of the printing establishment. In fact, it is the usual thing for a salesman, when he feels that he has acquired a sufficiently firm grasp upon his trade, to go into business for himself.

PART XXIII

SELLING LITHOGRAPHY

By WARREN C. BROWN,
Editor and Publisher "The National Lithographer."

Lithography is a luxury. It is the result of an art which has been borrowed by commerce and used for commercial purposes. While it would be quite possible to conduct business in the world without the aid of lithography, it would certainly reduce the standard of advertising to a large extent. It is generally understood that the man who said "Give me the luxuries of life and I will do without its necessities," had lithography in mind when he said it.

The man who sells goods to a trade which produces a luxury must naturally use different methods from those used by the man who deals with the producers of the necessities of life. The advertising done by those who would do business with lithographers is, of necessity, different from that done by the ordinary advertiser. It naturally follows, therefore, that the advertising solicitor for a lithographic trade paper must employ different methods from those used by the general run of solicitors.

The writer once employed an experienced advertising solicitor, gave him a list of possibilities and started him out. At the end of two weeks he resigned without having turned in a single contract. In handing in his resignation he said: "In that whole list I found only one man who wanted to

advertise, and I talked him out of it." Another solicitor was given the same list, but before he was started out it was carefully explained to him that the medium he was representing went to a trade that produced a luxury, that his canvass should be made with that point always in mind. He was instructed to ignore the quantity of the circulation and come out strong on quality. The lithographic trade did not want anything cheap. The best was none too good—if it was good enough. The man who made and sold cheap goods had better not try to sell them through our medium, for it couldn't be done.

This second solicitor went out, and out of the first ten establishments he visited he succeeded in getting six contracts. The first solicitor, who made the total failure, was the better man of the two on a medium of general circulation, as has been proved since, but the methods which he employed were wrong in this particular case.

That experience taught us a lesson. We no longer talk circulation—we talk quality. The quality of the goods the advertiser has for sale. The quality of the goods our subscribers produce. The quality of the advertising already in our columns, and the self-evident fact that the best materials must be purchased by the lithographers in order to turn out the luxurious work which they produce.

The quality of goods manufactured and offered for sale by a possible advertiser in a lithographic trade paper must be above the average if his advertising is going to bring him adequate returns, and he must know it. If he does know it, our solicitor has little or no difficulty in securing an adver-

tising contract from him. If he is producing an inferior quality of goods and depending upon quantity and low prices to bring him business, there is little chance of our getting business from him, because he knows—or will soon find out—that the lithographer demands the best.

Necessity of Technical Knowledge

To solicit advertisements successfully for a lithographic trade paper one must understand, at least theoretically, the different processes used in the lithographic trade. To illustrate: Our solicitor visits a manufacturer of high grade bond paper. He has been told that this particular manufacturer never advertises. The solicitor has provided himself with a specimen of the bond paper in question, and after assuring himself that he is talking to the right man, he produces the paper and remarks: "It seems to me that this kind of paper would be particularly adapted to the offset process of lithography. It is so hard and firm that it would show off the new lithographic process to advantage. Have you ever tried it out in that way?" This will open up the subject in nine cases out of ten, because the average manufacturer looks upon his product as a mother looks upon her child. When you speak of this particular product you speak of his favorite baby. He wants to know just what you think about it. Why is that particular kind of paper adapted to that particular process? Here is where a knowledge of the process is absolutely essential. If you have the knowledge and the paper is adapted to it, the rest is easy.

If you don't get a contract at once you at least make a business friend who is always glad to see you whenever you call and who will eventually give you an advertising contract as sure as you are alive.

Of course, in this case, as in practically all other cases, your success is contingent to a large extent upon the quality of paper the manufacturer is actually turning out. If he is making a cheap, imitation bond paper, with nothing to it but the "crackle," he knows it, and he also knows that you either do not know what you are talking about or that you are giving him what is known in the vernacular as a "line of con talk." In either case you have a mighty poor chance of landing the contract.

In this proposition it will be plainly seen that the success of the solicitor is determined to a very large extent by his knowledge of the goods the prospective advertiser has to sell. He identifies himself with his customer's line and talks about that rather than about his own medium. This, of course, applies to all soliciting. The man does not live who is not more interested in his own business and in himself than he is in you and your business. You have to get his attention before you can sell him anything. Talk about him and his "baby" and he will listen with interest. Talk about yourself and your advertising medium and he will be glad when you say good-bye.

Work by Degrees

After you get a prospective advertiser thoroughly interested by talking about his own "baby" it is a very easy matter to tell him what kind of food will, in your opinion, make the child thrive and grow. If he is not prepared to accept your prescription at first, he will surely keep it in mind; and some time, when he thinks the child is not thriving as it should—and that time is sure to come in the life of every business, no matter how prosperous it is—he will decide to try some of your "baby food." Then the work of the solicitor is done. If your medium is a good one you have a permanent advertiser. Otherwise he drops out and the work will have to be done all over again, and the result of the second trial is doubtful.

Once in awhile we meet a manufacturer who claims that he doesn't believe in advertising. While he does not say so in so many words, he conveys the idea. There was a time when people of this class did not hesitate to say bluntly that they did not believe in advertising; but things have changed, and the non-believer is becoming rare.

Then there is the man who figures that advertising is an expense rather than an investment. Sometimes he will tell you that his factory is so busy that orders are being turned down every day. He would like to advertise but is afraid that it would result in orders that could not be filled. Of course, the solicitor knows, and the prospective advertiser knows that the solicitor knows, that such a condition does not exist once in a thousand times, and then only

for a short time; and this bluff can easily be called by offering to help him out by publishing an item to the effect that he does not want any more business. That universaliy puts a stop to that kind of an argument.

When a new lithographic machine is put on the market, the solicitor for a lithographic trade paper immediately familiarizes himself with it. Wherever possible, he arranges to see a demonstration and gets samples of the work it turns out. This enables him to talk intelligently not only with the concern which makes the machine, when he goes to them for an advertisement, but also with competitive concerns. Every competitor wants to know all about the new machine and how it is going to affect his business. This knowledge is the "open sesame" which enables the solicitor to hold his attention. If the new machine is going to hurt his (the competitor's) business it will be necessary for him to do a little more advertising to counteract the influence. So the knowledge of the new machine not only enables the solicitor to get a chance for a contract from the manufacturers of it, but also helps him with the competitor of the manufacturer.

Necessity of General Knowledge

It will be seen that the man who makes a success of soliciting advertising for a lithographic trade paper has to know a whole lot besides how to tell good stories. He has to have a general knowledge of all processes and all machinery and accessories used in the business in addition to being able to talk entertainingly.

Not one supply man or machinery manufacturer in a hundred knows the total value of the goods turned out by the lithographers of the United States in a year. The successful advertising solicitor has read the latest government reports on this subject and can supply the information off-hand. If the prospective advertiser is not getting his full share of the business to which his line is entitled in this total, you have a good argument for him to increase his advertising. As a general thing, if you can convince a man that he is not getting his share of the business that is going, he will accept almost any kind of a proposition that will help to increase his average.

While a great many people seem to believe that the words "printer" and "lithographer" are synonymous, it is a fact that the interests of the real lithographer and the type printer are, in a great many instances, diametrically opposed to each other. There is no comparison between the work turned out by the one and the work turned out by the other. The processes are absolutely different; and the machinery, inks, workmen and almost everything else used in lithography are entirely foreign to those used in type printing; and the kind of advertising done by the former will not, as a general thing, apply to the latter. Nor will the same kind of arguments appeal to the advertiser who is trying to increase his trade with either of the two trades. A good, black news ink, used by type printers, can be bought for 10 cents a pound. A good lithographic ink will cost about 75 cents a pound. The man who sells the former sells it by the ton, while 100 pounds of the latter is considered a

good order. Thus in the lithographic business we have quality as against quantity, and the man who solicits advertising for a lithographic trade paper never loses sight of this fact.

PART XXIV

ADVERTISING AMERICAN GOODS IN FOREIGN COUNTRIES

By J. ROLAND KAY, Chicago

This is a field of advertising which is not understood at all by American advertising men in general, and very few manufacturers know very much about it.

Conditions abroad are vastly different from conditions in this country, and advertising which will create a demand for goods here will very often fail to interest buyers in foreign countries. This is too big a proposition for me to go into thoroughly, as it would entail my giving detailed information concerning each particular country. Even advertising which is placed in England is different from advertising placed in the United States, and many Americans have noted how differently an advertisement reads which is published in England from an advertisement published in a periodical in the United States, advertising the same article.

Of course the greatest markets for American manufacturers are those countries in which there is very little manufacturing done; and in those countries all goods imported, or nearly all, are purchased either from Great Britain, Germany or the United States. The American manufacturer has found that it is much easier for him to

secure export orders from the British colonial possessions than it is for him to secure export orders from German and Spanish speaking countries. This is owing to the fact that the same language is spoken and it is easier to transact business with English speaking people.

British India is one of the most promising markets for American manufacturers of machinery, and naturally many of the larger and most far-seeing manufacturers have, for some years, been endeavoring to break in and secure a foothold in this country. There are many different ways of advertising in India. When a manufacturer desires to advertise his goods to the great masses of India he must use periodicals which are printed in various native languages, appealing directly to the prime buyer. I would not like to say exactly how many of these papers there are, but there are some hundreds published in different native languages. For advertising to the large buyer of machinery, etc., it has been found advisable to advertise in engineering papers published right in Calcutta and Bombay; and there are a great many of the biggest firms in the United States who have been doing this for many years, among whom I might mention the following:

Lodge & Shipley Machine Tool Co., manufacturers of machine tools; American Tool Works, Cincinnati, machine tools; Fairbanks, Morse & Co., Chicago, railway supplies, marine engines, farm machinery, etc.; Buffalo Pitts Co., Buffalo, oldest manufacturers of threshing machinery in the United States; Penberthy Injector Company, Detroit, injectors; Bucyrus Company, S. Milwaukee, steam shovels,

CE" HIGH GRADE WOOD-WORKING MACHINERY.

INVENTED AND BUILT BY

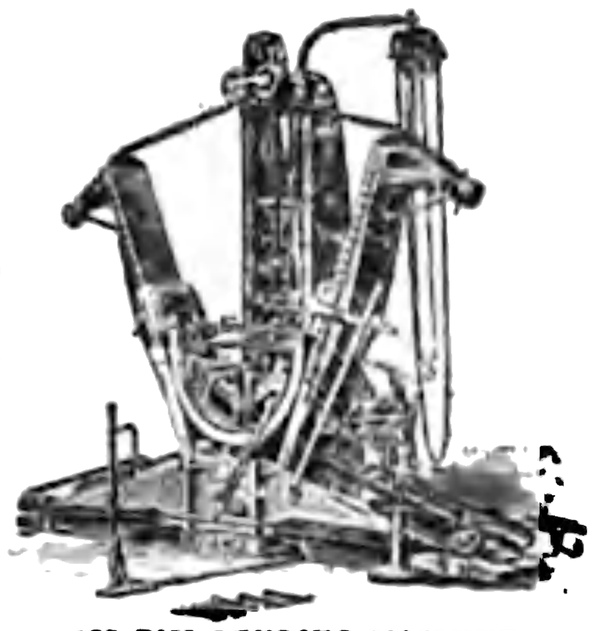
THE DEFIANCE MACHINE WORKS,

CONTRACTORS TO HIS MAJESTY'S GOVERNMENT.

DEFIANCE, OHIO, U.S.A.

For Manufacturing :

. . Automobile Spokes, Rims, Wheels and Bodies, Carriage and
. . Wagon Hubs, Spokes, Rims and Wheels, Wagons, Carriages,
. . Shafts, Poles, Neck-Yokes, Single-Trees, Hoops, Handles of
. . all kinds, Spools, Bobbins, Insulator Pins, Table Legs, Balus-
. . ters, Shoe Lasts, Oval Wood Dishes and for General Wood-
. . work.

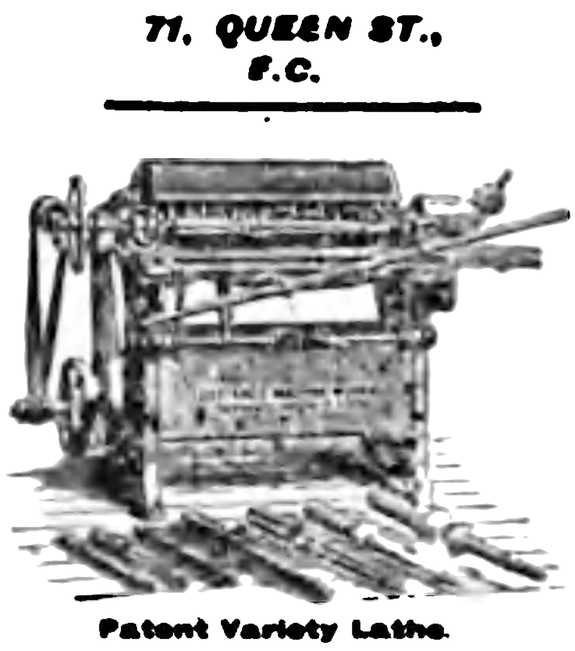


12" RIM BENDING MACHINE.
For Bending Rims used for Automobiles, Carriages and Wagons.
18" to 72" Circles.

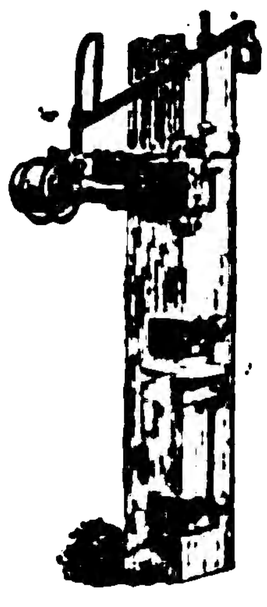
LONDON OFFICE:
71, QUEEN ST.,
E.C.



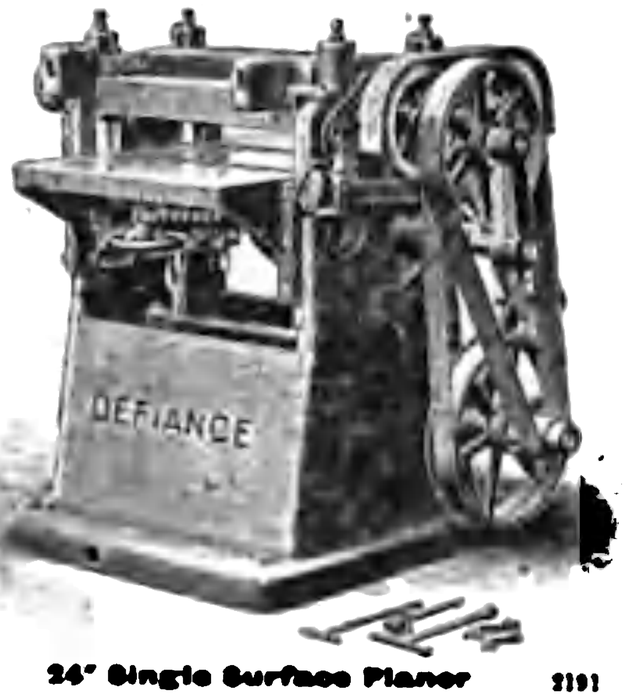
24" Handle Lathe.



Patent Variety Lathe.



No. 18 Post Borer



24" Single Surface Planer

2191

est known manufacturers of wood-working machinery. These machines are being ll over the world, from Greenland to India. The above appears in the "Indian & n Engineer", "Far Eastern Review", etc.

dredges, etc.; Baldwin Locomotive Works, Philadelphia, locomotives; Vilter Mfg. Co., Milwaukee, ice making machinery and refrigerating machinery; Blymyer Iron Works, manufacturers of rice and sugar machinery.

These are all advertising in the principal engineering papers in order to create a demand and to interest those men who have the power to contract for and purchase machinery.

Another class of American manufacturers who have for many years been steadily securing business from this vast territory, which has an area of 1,773,168 square miles, are such firms as the Baldwin Co., manufacturers of pianos and organs, in Cincinnati. They advertise to create a demand among the wealthy native princes and other residents in India who desire to furnish their homes with the best pianos and musical instruments procurable. Mabie, Todd & Co., of New York, manufacturers of the "Swan Fountain Pen," are advertising in papers of general circulation in order to reach buyers and create a demand for their goods. The Mills Novelty Co., of Chicago, have used the same class of papers to advertise their line of coin operated machines. The Gold Medal Camp Furniture Co., of Racine, Wisconsin, have been using space in sporting periodicals to reach the sporting classes, big game hunters, etc. There are also manufacturers of motor boats and motor supplies who have secured considerable business in India, such as the Gas Engine & Power Co., Morris Heights, N. Y.; Ferro Machine & Foundry Co., Cleveland, O. The Standard Gillette Light Co., of Chicago, created a demand for their

Revolution in Petrol Lighting

LAMPS WILL LIGHT BY MERELY PULLING CHAIN



NO MATCHES! NO TORCHES! NO PRE-HEATING NEEDED!

400 CANDLE-POWER PER MANTLE! For HOMES, SHOPS, STREETS, etc.

THE illustration herewith gives you an adequate idea of our latest invention in GASOLINE (otherwise known as petrol) LIGHTING! It represents our HELIOS LIGHT SYSTEM, consisting of a tank, connected by means of hollow copper tubing, ⅛ inch in diameter, to one or more lamps. A low air-pressure in the tank brings the liquid to the lamps. The lamp will light instantly by simply pulling chain. ALWAYS READY! ALWAYS SATISFACTORY! Small initial cost. Great economy in running. Absolute purity of the light. Freedom from soot or deleterious deposits. Non-explosive. Non-poisonous. Free from trouble. No complicated machinery. Entire absence of supervision. Adaptability to every domestic or business use. No odour. Is equally useful for cooking and lighting. Will not injure the most sensitive eyes. Everything can be seen in its natural colour. An absolutely steady light. Free from fire risks. Will burn equally well with gasoline, benzine, or naphtha (otherwise known as petrol in the British Colonies).

IMPORTANT NOTICE! Assure yourself that the name "STANDARD" is on each system. It protects you against the necessity of tearing out cheaply constructed, inferior equipments. Let the name "STANDARD" be your guide, and avoid unscrupulous substitutes.

AGENTS WANTED! We want a representative in each community. We offer a proposition that will bring him large returns. No experience of any kind needed. Systems can be delivered ready for any location and for any country or climate! *Write for free Catalogues!*



CODES USED:
A B C, 5th Edition.
Liebers and Private Codes.
CABLE ADDRESS: "GASO, CHICAGO."

THE STANDARD-GILLETT LIGHT CO.,

7-21, W. Michigan Street, CHICAGO, U.S.A.

Taken from the "Indian Textile Journal", a representative publication for the Textile, Engineering and Electrical Industries of India. Published and printed in Bombay, India.



即時使用し得べきランチ機關は燈用石油（鑛鑛）ガソリン（ベンゾロール）蒸溜（石油）アルコール若は揮發油にて運轉す未熟者にも取扱容易各艇は一々試驗し保證を附す

高級機械及船舶用自動發動機長十六、十八、二十、二十三、二十七呎、直に使用するを得、實ニサイクル、リバーシアル、アイドル、エンクロイト、エンジンを取付くるに及ブラケットクランキングを要せず、船體の破損、沈沒、銷鍵等皆無、構造容積強固等に使用する、第一流の信用ある商館にして代理店希望者を需む、價格は日本通貨にて計算す、運賃は世界各地凡て前拂のも、本社圖解型錄及價格に關する詳細は本社圖解型錄を送呈す、其他世界各地より接手せる感謝の證明狀若干の方へ送呈す

MICHIGAN STEEL BOAT CO., 1256-1500, Jefferson Avenue (Dept. D). Detroit, Michigan, U.S.A.

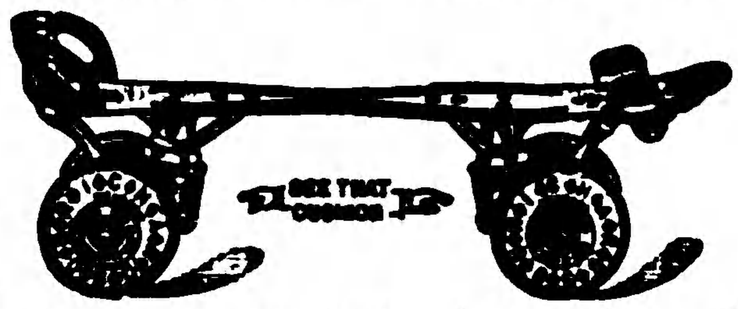
Taken from "Anglo-Japanese Trade Journal." Published in Tokio, Japan.



Rolschaatsen wordt weer mode!

Legt in Uwe inrichting een ROLSCHAATSENBAAN aan. Uw lokaal zal U dan rijkelijk interest schenken. In iedere inrichting, waar genoeg ruimte is, kan een Rolschaatsenbaan aangelegd worden, zonder dat het lokaal voor andere doeleinden ongeschikt wordt.

Richardson Rolschaatsen



(Rem, geruischloos, kogelloop)

zijn voor U t best geschikt: de grootste en meest succesvolle Rolschaatsenbanen in Amerika gebruiken geen andere. Bij alle beroemde Rolschaatsers in gebruik! ✠ RICHARDSON's ROLSCHAATSEN staan gedurende 24 jaar het wereldrecord

Richardson Ball Bearing Skate Co., 501, Wells Street.

Telegram-Adres: „LEVANT" Chicago, U. S. A. Telegram-Adres: „LEVANT"

AGENTEN VOOR EUROPA: J. C. PLIMPTON & Co, Old Hall Street, LIVERPOOL, England.

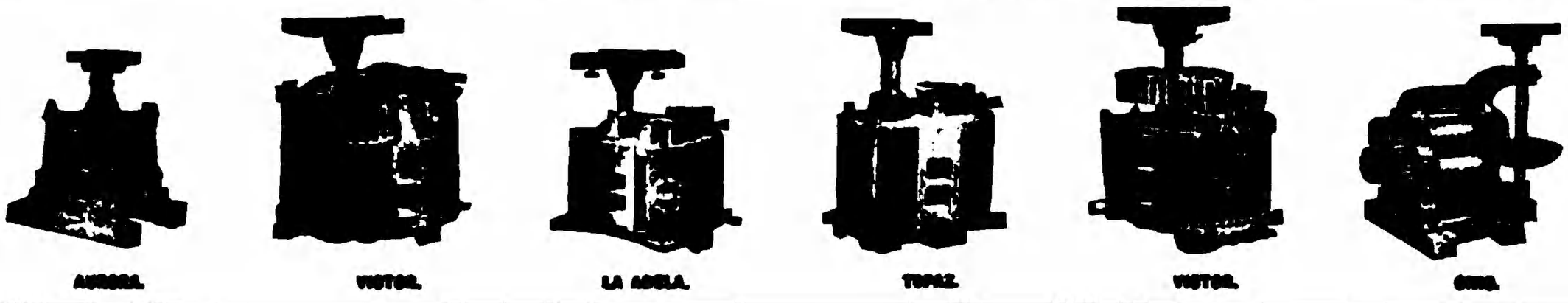
Vraagt catalogus aan, welke inlichtingen verstrekt over de inrichting en 't gebruik van een Rolschaatsenbaan.

Taken from "Das Programme", "Der Artist", etc., Berlin.

lighting systems in small country towns and country residences throughout India and adjoining countries by advertising in suitable publications.

India as a market for manufacturers is unlimited owing to its tremendous area and a population of 300,000,000, or over three times that of the United States, offers an immense field for all kinds of American-made goods. Consignments of goods are being forwarded from this country regularly to India.

Advertising in China has to be done with an intimate knowledge of conditions in that country in order to make a success of it. When a manufacturer is appealing to 400,000,000 Chinamen he must design his advertisement in a way which will appeal to the Chinese public directly. It is useless for him to try to create a demand unless he is familiar with the conditions. The Chinese have of recent years been changing their customs, and instead of using the old fashioned methods which have been used for many hundreds of years in China, they are buying up-to-date machinery and installing improved methods. This country, with an area of about 4,000,000 square miles, has only about 5,000 miles of railroads in actual operation, and it is a foregone conclusion that China will be one of the largest markets in the future for railroad supplies. Railway trains in China are crowded to their utmost capacity whenever they leave the various centers, and railroad facilities are altogether too small to take care of the population. However, these conditions must change in the future; but here again the question of advertising comes up. The American manu-



THE BLYMYER IRON WORKS CO., *CINCINNATI, OHIO, U.S.A.*

ENGINEERS AND MANUFACTURERS OF IMPROVED

MACHINERY FOR SUGAR-CANE AND RICE PLANTATIONS.

COMPLETE OUTFITS OF ANY CAPACITY A SPECIALTY.

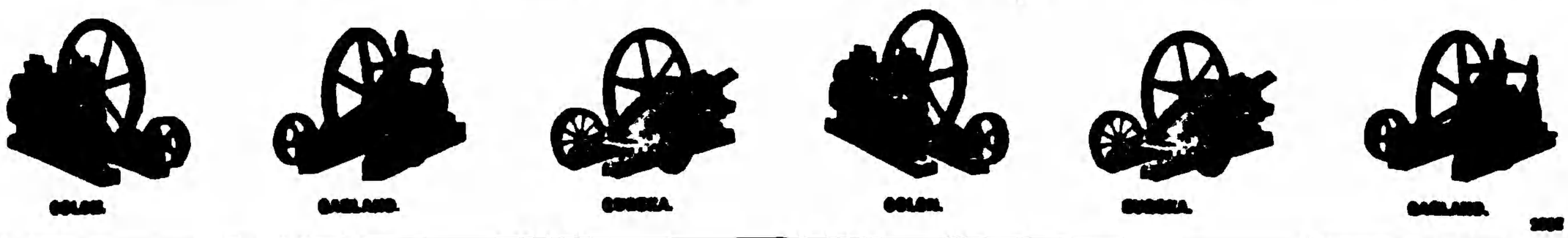
Cane Mills for Hand, Animal, Steam or Water-Power, Defecators, Clarifiers, Evaporators, Multiple Effects, Vacuum Pans, Centrifugals, Stills, Filters, Pumps, Power Plants, Transmissions, etc.

Rice Threshers, Cleaners, Hullers, Polishers, Separators, Graders, etc.

Fruit Evaporators, Corn and Wheat Flour Machinery, Wood-working Machinery, Irrigating Machinery.

Correspondence solicited. Specifications submitted on receipt of data as to requirements. Catalogues mailed promptly upon request.

☞ *We want good, active Agents in the Far East. Let us hear from you.*



From the "Indian & Eastern Engineer", Calcutta, India.

BUFFALO FORGE CO., BUFFALO, N. Y., E. U. A.

UTILES MAS ADELANTADOS PARA USO DE HERRERIAS EN 1907



FRAGUA DE BANCO "BUFFALO" NO. 8



Fabricamos toda clase de maquinaria para herrerías Pidánsenos precios informes.



Enviamos gratis al que lo solicite nuestro catálogo español de útiles para herrerías.



SOPLADOR DE MANO, "BUFFALO" NO. 200



FRAGUA "BUFFALO" NO. 625 PARA USO AL AIRE LIBRE





SACA-BOCADO Y CORTADOR DE BARRAS, "BUFFALO" NO. 4 1-2





BARRENO "BUFFALO" NO. 105 CON COJINETE DE BOLA

FRAGUA DE HERRERIA "BUFFALO" NO. 650

FRAGUA "BUFFALO" NO. 10 PARA FERROCARRILES

FRAGUA "BUFFALO" NO. 4 PARA USO EN EL INTERIOR

From "La Hacienda", a high-class agricultural journal, printed in Spanish, to circulate among the large Haciendas of South America.

facturer who seeks to familiarize the buying Chinese public with his goods must use space in periodicals published in China and actually read by the Chinese people he wishes to reach.

The **South African Colonies**, viz.: Cape Colony, Natal, Orange River Colony, Transvaal, Rhodesia, Griquanaland, Bechuanaland, all offer markets for American manufacturers, but in order to create a demand among the buying public of the South African Colonies, the manufacturer has to advertise in the leading periodicals of those countries, and this has been the means of putting him in touch with business which has proved of great value to him. American mining machinery has been advertised in technical papers in these countries for years, and recently manufacturers of farm machinery, such as oil and gasoline engines, cream separators, harrows, threshing machinery, steam tractors, earth augers, etc., have found an increasing demand for the class of goods they manufacture. Here again advertising is the means of bringing to the attention of the farmers in South Africa the advantages of the most recent and up-to-date American implements. In advertising in the South African Colonies, it is necessary to appeal both to the English and Dutch farmers; and many well-known firms, and other American firms, are using periodicals published in both languages. Those manufacturers who desire to reach the general public should advertise in the daily, weekly and monthly publications of the various centers of South Africa.

Australia and **New Zealand** have many valuable pub-

EL CALCULO RAPIDO A MAQUINA



EL nuevo modelo "Contómetro" resuelve todos los Problemas Aritméticos instantáneamente y sin hacer ruido. Posee un teclado de toque ligero y uniforme, y registra de un solo golpe tantas teclas en columnas separadas como pueda alcanzar la mano del operador.

La solución de un problema tal como 7523 x 5378, se obtiene antes de que puedan escribirse en papel las cifras "7523 x 5378." ¡Pensad en ello! Este es sólo uno de los muchos ejemplos que pudieran presentarse, si hubiera espacio, acerca de sus propiedades de ahorrar tiempo.

Sumando, el "Contómetro" ahorra un 60% de tiempo. Asegura la más absoluta exactitud y alivio completo de esfuerzo mental. En toda prueba oficial de rapidez y precisión á que fué sometido el "Contómetro," ganó todos los premios en la adición y multiplicación. No hay nada que lo pueda reemplazar.

Muestras de pedidos duplicados en diferentes clases de negocios. ¿Porqué volvieron á comprar

Marshall Field & Co., Chicago, Ill.	220	N.Y.C. & Hudson River R.R.Co., New York City	62
U. S. Navy Department	130	Prudential Insurance Co., Newark, N. J.	23
Carnegie Steel Co., Pittsburg, Pa.	69	Simmons Hardware Co., St. Louis, Mo.	20

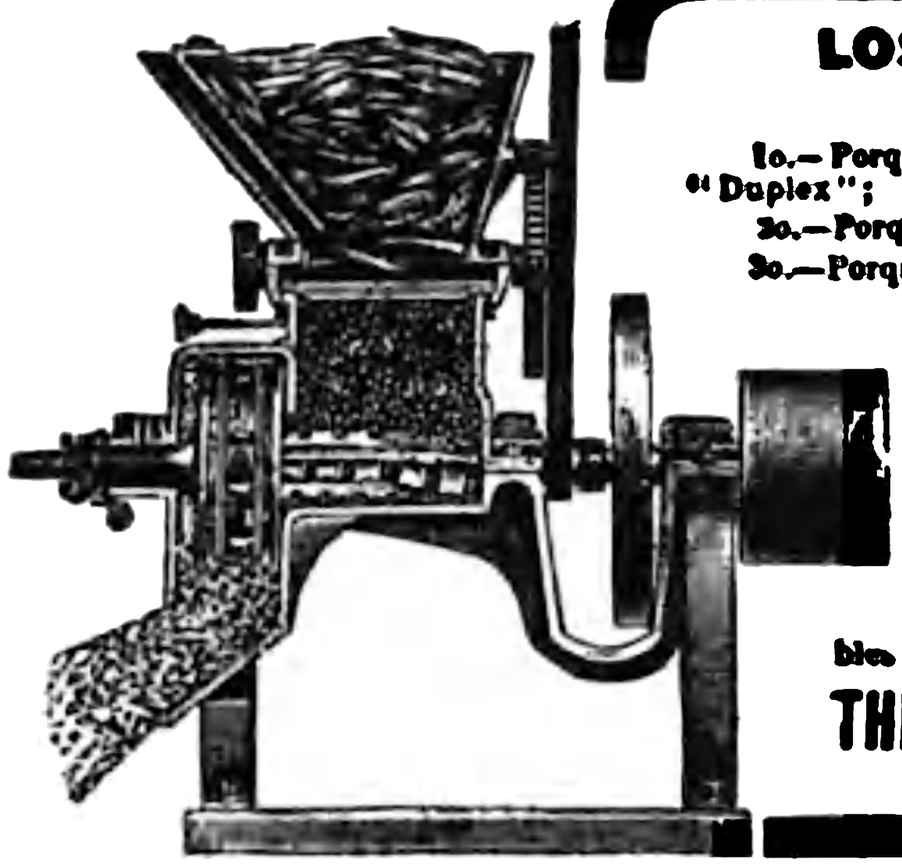
Además de Bancos y Casas Industriales de México y Sud América?

Ahorrará su costo en un solo año por el ahorro de tiempo que efectúa. Pídanse Informes Adicionales y Oferta Especial de Prueba Gratis.

Necesitamos más agentes en Sud América.

FELT & TARRANT MFG. CO., 856-874 N. PAULINA STREET, CHICAGO, ILL., E. U. A.

From "La Prensa", "La Nacion", etc., Buenos Ayres.



LOS MOLINOS "DUPLEX" DE KELLY,
son los Mejores del Mundo

1o.—Porque están provistos de doble juego de piedras, por cuya razón se llaman el "Duplex";

2o.—Porque son los únicos molinos que se fabrican de doble ó "duplex" piedra;

3o.—Porque la superficie en donde se verifica la molienda, es mayor que la de cualquiera otro molino.

4o.—Porque pueden hacer tanto trabajo como cualquiera otro molino de doble tamaño;

5o.—Porque son muy económicos en el uso de energías, y funcionan más fácilmente que cualquiera otro molino,

6o.—Porque muelen igualmente bien, tanto el maíz con la tusa como cualquier otra clase de grano, y producen harina de la calidad que se desee, ya sea gruesa, mediana ó fina;

7o.—Porque su mecanismo cambiable para regular la molienda, es el más perfecto conocido;

8o.—Porque son de construcción sencilla, fáciles de operar, fuertes, durables y económicos.

THE O. S. KELLY CO., Springfield, Ohio, E. U. A.

Envíe por el catálogo gratis, que da descripciones detalladas.

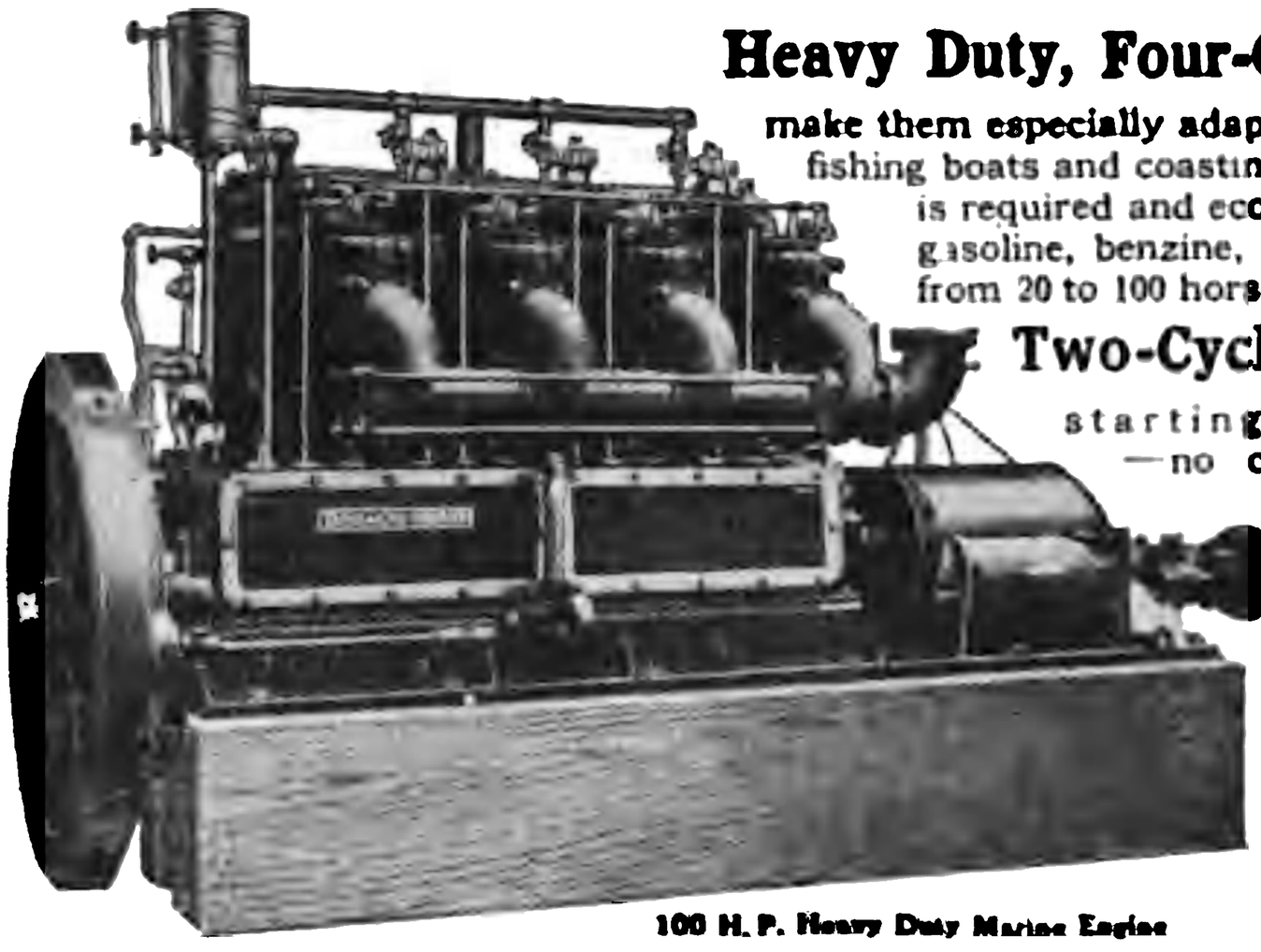
From "Review of the River Plate" and other papers in South America.

lications. In the cities of Sydney and Melbourne are several excellent publications which can be used for advertising purposes. The buying public of Australia is quick to take up new ideas and the latest inventions. Just now there is quite a demand for roller skates, and one of the largest manufacturers of these goods in this country, viz., the Richardson Skate Co., has been transacting a large volume of business in Australia for many years. Then again Australia is to a great extent a farming country, and consequently it is a good market for farming implements. It must be remembered that, before advertising to the general public, manufacturers must familiarize the local dealers throughout Australia with the goods they make, and to do this they must advertise in technical papers reaching the dealer. After this has been done they can use general media for creating a demand. This is true of all motor accessories, and Australia imports a great many automobiles not only from Great Britain and Germany but from the United States. She also imports motor accessories to be used in connection with motor boats and automobiles. Conditions in New Zealand are practically the same as in Australia.

There are periodicals published in the South Sea Islands, Tasmania and the Fiji Islands which are used by manufacturers, and these periodicals, insignificant as they appear, are most valuable for advertising purposes.

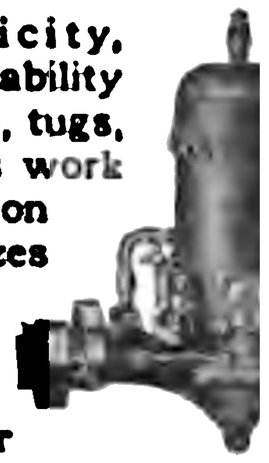
Many firms are striving to secure a share of the business in the various Republics in South America; but of all the countries these are the hardest to do business with, owing

Fairbanks-Morse Marine Eng



100 H. P. Heavy Duty Marine Engine

Heavy Duty, Four-Cycle Type Their simplicity, strength and reliability make them especially adapted for service in cruising yachts, tugs, fishing boats and coasting vessels, where hard, continuous work is required and economy of fuel is a factor. Operate on gasoline, benzine, kerosene or alcohol. Built in sizes from 20 to 100 horsepower.



3½ H. Two-Cycle

Two-Cycle Type 3½ to 45 horsepower. Safety starting device. No trouble—no danger—no cranking. Cylinder, crank, piston, rings, pin and shaft are ground true on special machines. Large hand hole in crank case. Many other patented features found on no other engine.

Guaranteed for One Year

Each engine is tested and must develop more than rated horsepower before it leaves the factory. When you buy *Fairbanks-Morse* engines you know that you are getting the best design, material and construction that can be offered.

Two-Cycle

Mention this publication and send at once for Catalog No. 958 TF.

FAIRBANKS, MORSE & CO., Chicago, Ill., U. S. A.

Agents { Manila—CASTLE BROS. — WOLF & SONS
Hong Kong—DODWELL & CO., Ltd.

Shanghai—CHINA GENER.
Singapore—FRASER &



COMPARE

THIS PATENT HEAD LATHE WITH THE FIV CONE LATHE OF

"BEFORE HIGH SPEED STEEL D

Spindle bearings have been increased ..	75 per cent.	Belt Power has been increased ..	100 per cent.
Bridge width has been increased .	50 „	Tailstock weight has been increased ..	50 „
Compound Rest weight has been increased .	45 „	Total machine weight has been increased ..	50 „

You will find the substitution of steel gearing for cast iron—perfect oiling device for all headstock bearings—every cylind the machine ground—every gear bronze bushed that revolves freely upon a stud—a hundred other ways in which increased ma ing costs have been incurred to make it a more accurate, more convenient and more economical work producer.

WE BUILD ENGINE LATHES FROM 7" TO 24" CENTERS (14" TO 48" SWING.)

THE LODGE and SHIPLEY MACHINE TOOL

CINCINNATI, OHIO, U.S.A.

FOREIGN AGENTS:—CHAS. CHURCHILL & Co., Ltd., London, Birmingham, Manchester Glasgow, Newcastle-o WERNER HULT, Helsingfors; DONAUWERK, ERNST KRAUSE & Co., Vienna, Prague, Budapest; V Li Copenhagen, Christiania, Stockholm; ALFRED H SCHUTTE, Barcelona, Bilbao, Brussels, Milan, Paris; SCHUCHARDT & SCHUTTE, Berlin, St. Petersburg; R. S. STOKVIS & ZONEN, Ltd., Amst Rotterdam, Groningen, Brussels; ANDREWS & GEORGE, Yokohama; BEVAN & EDWARDS PROP Melbourne; ADOLFO B. HORN Havana.

Agents wanted for territory in which we are not already represented.

to a great extent to the constantly changing governments. The question of advertising is a difficult one, and great care and discretion must be used not only in selecting the publications but in paying a fair price for circulation; and the circulation statements of the publishers are, to say the least, uncertain.

In Buenos Aires, Argentine Republic, there are several daily papers which are absolutely reliable advertising mediums; but these publishers do not solicit much business from this country because of the many dishonest advertising agents who have never paid the publisher for the advertising inserted. In this city there are magazines which are excellent publications for getting at the buying public. A few good trade papers are published, but not many.

Brazil, with its immense territory, has thus far hardly been touched, but there are many openings for the American goods which can be advertised to advantage in the local press. Daily and weekly and monthly publications exist, but a great deal depends on the selection of the papers, and using COPY which is written in a way which will appeal to the masses. It must not be overlooked that in Brazil we must cater not only to the Spanish-speaking people, but to the Portuguese and Germans.

Chili offers a market which must not be overlooked, and advertising can be placed to advantage in the leading papers and magazines.

Other countries in South and Central America are large

THE WORLD FAMOUS

FERRO MARINE ENGINE

FOR any kind of boat, for any kind of service-work or pleasure—in any kind of weather. Also for stationary work. The most efficient, the simplest and most durable engine ever built. The product of the largest and best equipped marine engine plant in the world.

Made in 10 sizes, 3 to 25 H. P. in 1, 2 and 3 cylinders with Jump Spark Ignition.
Made in 6 sizes, 4 to 15 H. P. in 1 and 2 cylinders with Make and Break Ignition.
5000 FERRO SPECIAL 3 H. P. Engines. Large Quantity Brings Down the Price.

See What the Ferro Has Done for These Owners.

Father Ruperto Sarmiento, Philippine missionary, Cebu, Philippine Islands—

"I just received your letter, and wish to repeat to you what I told your agents, The Manila Trading and Supply Co., that I am very much pleased with your engine. Since last April, when I installed the Engine, I did not make more than five voyages, which, however, were very long ones, and twice I ran the motor personally and now I no longer need the services of a machinist. Many persons have asked me about the Ferro engine, and I received a fine offer for my boat, but I would not sell it, as I need it to visit the neighbouring villages."

Mr. G. Nazer, 32 North Soochow Road, Shanghai, China—

"I have now had your 5-½ H P. Ferro in my boat (which I have taken the liberty of calling 'FERRO') for some time.

"There are a number of engines; of all makes in Shanghai at present, but I would not exchange my FERRO for any of double the power. Last Sunday I made a trip to Siking Beach and back (a total distance of close on 50 miles) and the engine behaved in its usual splendid manner. It never misses an explosion and runs until I stop it. Then again your pressure oiling system is great. Should you have any inquiries from Shanghai refer the parties to me and I shall be pleased to give your product a good word and to demonstrate with my engine."

Messrs. Riekie & Co., Pine Street, Durban, Natal, South Africa—

"The Ferro launch was requisitioned in Durban Bay to go in search of a party which was caught in a furious gale. The ferry service was entirely stopped, so you will understand that the seas were heavy, and the strength of the wind was about 70 miles an hour. The FERRO went through it without the slightest trouble.

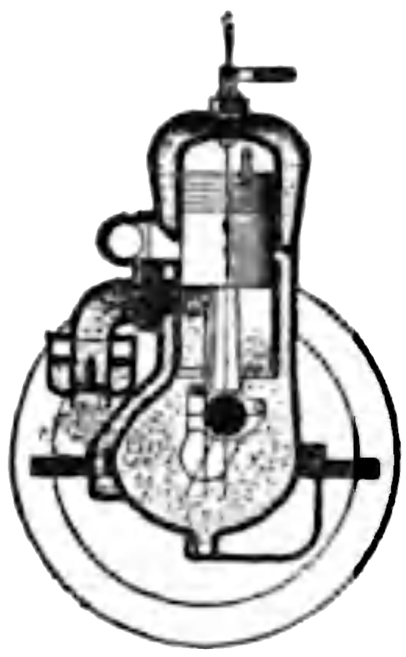
"She was first of all caught with a westerly gale, which came on very suddenly. The man running the engine brought her safely to the jetties, though it was his first trip in charge. The FERRO was then taken out to the rescue of a sailing boat, with ladies and children on board, which had gone on the banks. The FERRO was out in the storm for about 1-½ hours, but could not find the boat on account of darkness. The captain of a steamer had charge of the steering and his opinion was that the FERRO would face any sea and wind, and he considered she was the finest boat he had ever been on board of.'

Agents for Philippine Islands and China.
THE MANILA TRADING & SUPPLY CO.,
MANILA & HONG-KONG.

Agents for Straits Settlements, Federated Malay States, Siam and Sumatra.
KATZ BROTHERS, SINGAPORE,
STRAITS SETTLEMENTS.

Attractive Prices — The Best Quali

Important Mechanical Improvements and Refinements



The Off-Set Cylinder. Found only in highest priced automobile engines and the Ferro engine. The cylinder is off-set from the center of the crank shaft, consequently the force of the explosion exerts all turning effort, giving greater power efficiency. It reduces and equalizes side thrusts of piston on cylinder walls. Eliminates the "knock" which tends to loosen parts and causes decay of the engine.

Made in 4, 5½ and 7½ H.

Counterbalanced Crank Shaft reduces friction and vibration. Saves wear on bearings.

Competent Cooling System, keeps the engine at proper temperature in any climate.

Positive Pressure Oiling System, works and stops with the engine. Sight oil feed. Every part perfectly lubricated.

Effective Ignition System, in either Jump Spark or Make and Break. Few parts. Easy to adjust.

Accessibility of Working Parts, enables the operator to examine or remove any part without disturbing alignment or engine from its bed.

All Parts Interchangeable—no trouble to get repairs and all parts of the same type fit perfectly.

WE WANT GOOD AGENTS

to represent us in India, Ceylon, Egypt, Siam, and all Asiatic countries. Our proposition cannot fail to interest you if you are in business to make money. stand back of our agents and work with them for building business and creating sales.

Ferro Engines are easily sold and each one sold is the means of selling many others. They afford a legitimate profit to agents.

Free Catalogues in English, German, French or Spanish, sent upon request. We have a staff of correspondents in our foreign department who can transact business with you in any of the above other languages.

A Practical Treatise on the design, construction, installation and operation of marine motors for half its cost—25 cents. Send International Reply Coupons, Money or Express Order. This 9 x 12 inches in size, with 250 illustrations and diagrams; 72 pages. Written by experts in simple for the man who is not an expert mechanic. Full of information which every boat owner should

The Ferro Machine & Foundry Co.

Largest Marine Engine Builders in the World

Main Offices — **793 Superior Ave., Cleveland,**

The Ferro Machine & Foundry Co. are one of the largest manufacturers in the States of marine engines. The above advertisement appears in the "Indian & Engineer," of Calcutta; also other publications in Australia, New Zealand, China, pine Islands, etc.

importers and there is an excellent field for the progressive and up-to-date manufacturer.

In summing up, I must emphatically state that if manufacturers gave as much care and attention to the selling of goods in foreign markets as they do at home the export trade of the United States would double itself in a short time. Many firms will spend upwards of $100,000 in advertising, to back up their salesmen in the United States, and yet they will not spend $10,000 for advertising to create a demand for their goods, secure agents and back up these agents in the foreign field.

It is interesting to note that manufacturers of agricultural implements, and in fact all machinery which is used on farms and plantations, have, since they first started advertising in foreign countries, greatly increased their appropriation annually; and where the manufacturer started to advertise in one particular country, as soon as results were forthcoming, it was not very long before advertisements began to appear in other countries where there was a demand for farm implements manufactured. Another interesting fact is that manufacturers of railway supplies who have gone after the business abroad have increased their sales very materially by advertising in those countries where new railroads are being constructed annually. It must be remembered that in any new countries where railroads are being constructed it is necessary for these supplies to be imported, and for this reason the American manufacturer has been able to secure a consider-

BARRENA "IWAN"

ABRE HOYOS PARA CUALQUIER USO CON FACILIDAD Y RAPIDEZ



APLICACIONES

HACENDADOS, ganaderos, criadores de aves de corral, propietarios de semilleros, plomeros, maestros de obras, Compañías de teléfonos, ferrocarriles, luz eléctrica y telégrafos, y todos los que tengan una cerca que construir ó conservar deben tener esta Sonda. Las compañías de teléfonos, telégrafos, luz eléctrica y tranvías hallarán de suma ventaja los tamaños grandes de esta barrena, reduce grandemente el trabajo y facilita sensiblemente la perforación de hoyos para postes. Los tamaños pequeños se pueden usar para barrenos donde colocar las anclas de los postes. Las Sondas de 12 y 14 pulgadas van provistas de tubo de 1 pulgada; todos los demás tamaños lo llevan de ¾ de pulgada.

Para envíos al extranjero, se destornillan los mangos y tubos de las sondas, envasándose éstas en cajas bien acondicionadas que contienen de una á tres docenas cada caja. Cuando se trata de órdenes surtidas se empacan diferentes tamaños en la misma caja.



FUNCIONAMIENTO

La Sonda que ofrecemos es la más fácil de maniobrar que se conoce. La presión que exige es poca, excepto en tierra muy dura y seca, pues con sus dos juegos de cuchillas agarra la barrena muy rápidamente. No hay aspiración al sacarla del hoyo. Opera en cualquier clase de terreno menos en roca maciza. Excava casquijo y piedrecitas. Con esta sonda hace un operario triple trabajo que con ninguna otra sonda ó excavador.

Pídanse circulares descriptivas y lista de precios en Español.

IWAN BROTHERS
SOUTH BEND. IND E U A

This advertisement appeared in "La Hacienda" and other agricultural papers circulating in South America.

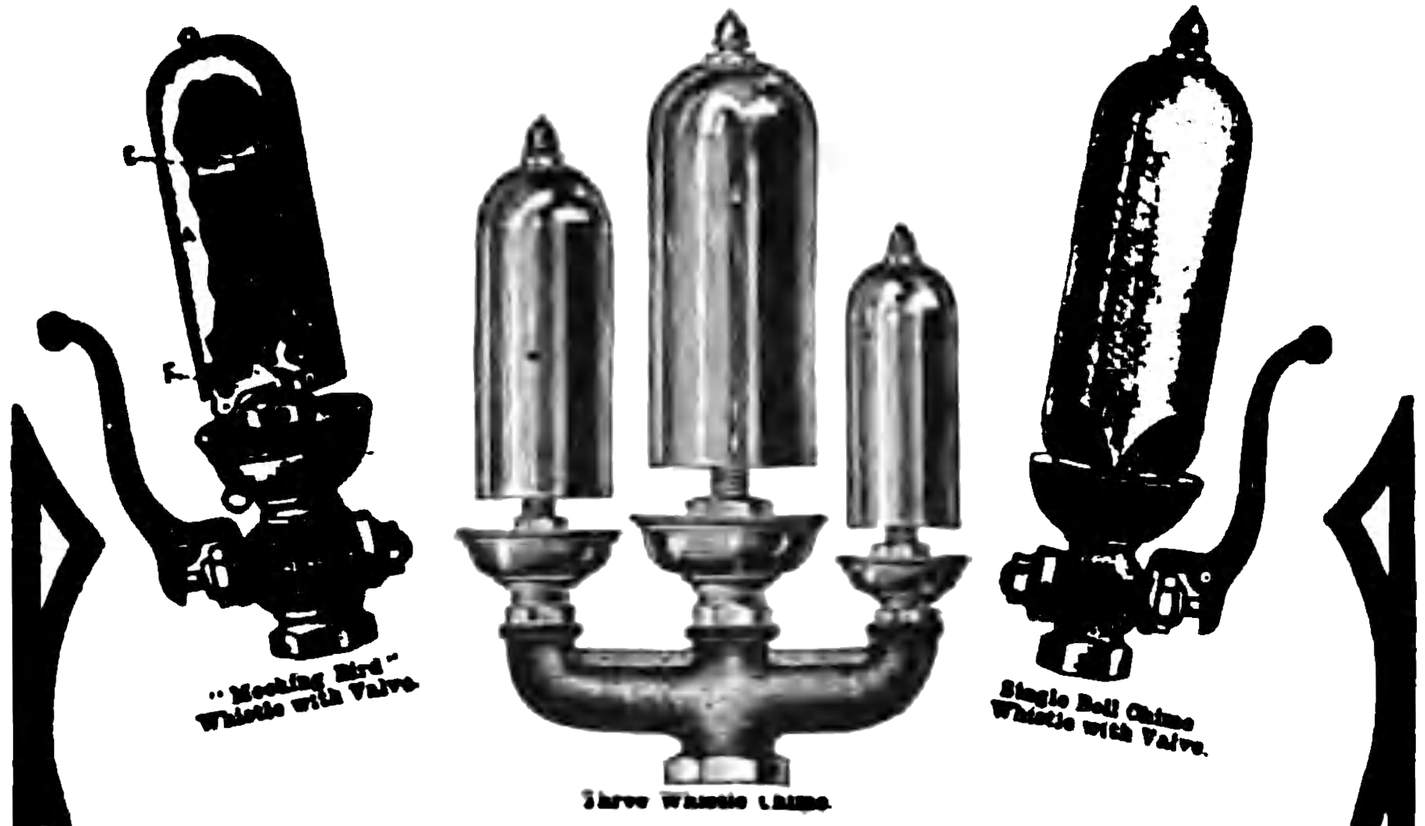
able volume of business that would otherwise have gone to British, German or Belgium concerns.

Marine Engines and Motor Boats

American marine engines are, we think, as reliable and up to date as any manufactured, and some of the largest manufacturers in the United States have gone after this trade vigorously. It has been a very hard proposition to show a manufacturer that he cannot expect to get direct results by advertising to this particular line of business, and that all orders or inquiries for orders come through either a house doing business in the country where the advertising has been done or through agents for such houses in London or New York. Nevertheless, the general sales in the country where the manufacturer advertises increase to such an extent that other countries have been taking up the scheme and advertising has been placed to create a demand for marine engines and motor boats.

The great rivers of the world, such as the Congo, the Nile and the Modder in Africa, the River Plata in Argentina, the Amazon in Brazil, and the Bramapootra in India, are used for trading purposes, and motor boats are of the greatest value. Many persons living near these rivers have purchased boats for pleasure purposes, and in Australia today there is a larger demand for high class motor engines and motor boats than there is a supply for such demand.

Gasoline lighting systems are selling rapidly abroad in those countries where electricity has not yet penetrated,



Lunkenheimer Whistles

Produce the Loudest and Most Harmonious Tones with the least expenditure of Steam or Air.

They are made of the very highest grade of materials, present an elegant appearance and are practically indestructible.

The Line of Lunkenheimer Whistles

is a most complete one they are made in all standard sizes. Write for Catalogue:

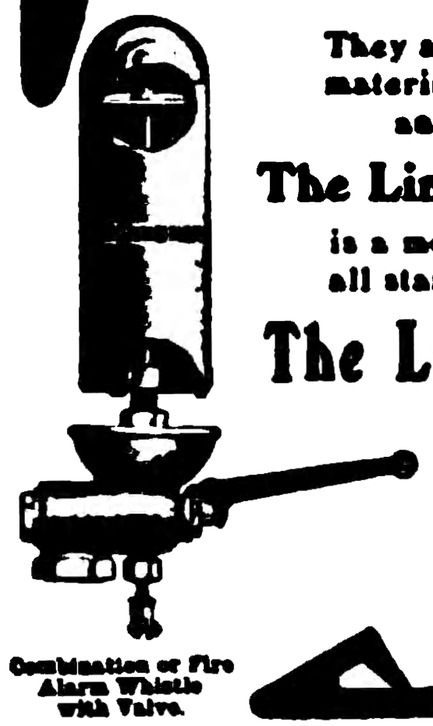
The Lunkenheimer Company,

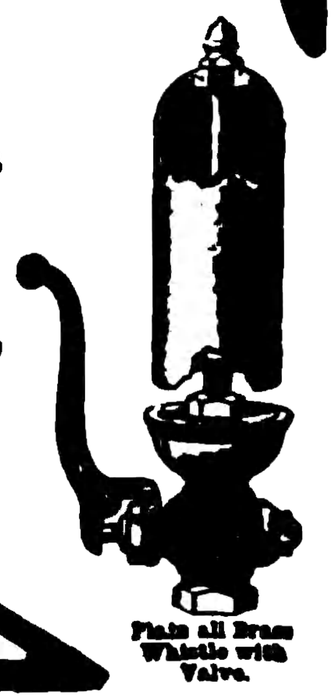
Largest Manufacturers of High-Grade Engineering Specialties in the world.

General Offices and Works:

Cincinnati, Ohio, U.S.A.

Export Department:
64-68, FULTON STREET,
NEW YORK, N.Y., U.S.A.





Among the best known manufacturers of engineering specialties, valves, etc. Advertisements appear in leading engineering papers such as "Engineering," London, "Indian & Eastern Engineer," Calcutta, India, etc.



THIS SHULTZ SABLE BELT

is made by a special process that preserves the original strength and pliability of the rawhide while giving it a smooth kid-like surface. That is the reason it clings to the pulleys without slipping.

A belt that does not slip does not need a heavy tension and does not require dressing to make it stick to the pulleys.

SABLE BELTING will transmit from 25% to 33% more power and give longer service than ordinary oak-tanned belting

Ask for our BELT BOOK When you need a belt, just try Shultz Sable, and you will always buy it

SHULTZ BELTING COY.,

ST. LOUIS, Mo., U.S.A.

AGENTS:

KINARIVALA BROS. & Co., AHMEDABAD, INDIA.

2082

"Indian & Eastern Engineer." Printed in Calcutta, India.

and even small towns are today being lighted entirely by American lighting systems that have been advertised abroad. Lighting system manufacturers can secure a great deal more business in other countries, but some of them have started in one country and are quickly getting around to others where there is a demand for lighting systems.

The following countries which practically do not manufacture goods themselves import all they use from Great Britain, United States, Germany, or other countries, and I would state as follows what goods can be sold if a manufacturer will give his attention to the question of selling in those countries and advertise in periodicals published in the principal centers:

The South Africa territory is composed of Cape Colony, Orange Free States, Transvaal, British Bechuanaland, Griqualand, and Natal. For several years after the late South African war these countries purchased very little, and trade was to some extent stagnant; but of recent years there has been a very active trade revival, and trade conditions in South Africa today are excellent, large volumes of goods being imported annually. Among those articles for which there is a demand today are the following:

Saddlery and harness.
Roller skates.
Agricultural implements.
Lanterns.
Lighting systems.
Steam rollers.
Camp furniture.



Permita al MARAVILLOSO SISTEMA de GAS "ACORN"
Aumentar sus Ganancias y Economizar un 60% de su Cuenta de Luz

UNA instalación de gas independiente para residencias, iglesias, teatros, salones, fábricas, almacenes, clubs, campamentos, etc. También construimos una especialidad en luces para calles como se muestra en el grabado. La Luz **Acorn** economizará el costo de sí misma en seis meses. Cualquiera puede instalar los Aparatos **Acorn**. La luz blanca y brillante más poderosa en el mundo. **Quema 98% de Aire.** Se enciende y se apaga lo mismo que el gas de la ciudad. Hermosas y decorativas lámparas. 250,000 en uso diario. Para gasolina, petróleo ó alcohol. Garantizamos completa satisfacción.

Escriba hoy solicitando una agencia. **Hay mucho dinero para Ud.**

ACORN BRASS MFG. CO., 50-100 N. Peoria St., Chicago, Ill., E.U.A.

Los fabricantes más antiguos y en mayor escala de aparatos para luces, en el mundo.

FÁBRICA DE LAS LUCES ACORN

Mas de 100 diferentes estilos de Lámparas Portátiles de Presión y Gravedad y sistemas de alambre hueco.

Nosotros los Construimos.

Lampara de Arco "ACORN" para Boulevard. 1500 bujías de intensidad.

THE SODA FOUNTAIN

Un aparato para confeccionar bebidas carbonatadas. El negocio americano más lucrativo que produce una buena renta de una pequeña inversión.

Solicite catálogo y completa información.

Materiales y Accesorios. Equipos de Alambre.

SODA FOUNTAIN DEPT.

ACORN BRASS MFG. COMPANY

CHICAGO, ILL., E. U. A.

Taken from "Exportador Americano", circulating through South America.

Refrigerating machinery.
Railway supplies.
Spraying machines.
Marine engines and motor boats.
Stump pullers.
Gasoline engines.
Water filters. .
Threshing machinery.
Pianos.
Wrenches for farm, engine and motor use.
Inspection cars.
Hardware, such as saucepans, stewpans, cutlery, hunting knives, etc.
Locks, bolts and hinges.
Woodworking machinery.
Windmills for pumping water.
Steel furniture, etc.
Pumping machinery.
Plows.
Wire netting, etc.

VICTOR ELECTRIC CO.
55-61 MARKET STREET.
CHICAGO. U.S.A.

Manufacturers of Electro-Medical Apparatus

Branches in New York, San Francisco, Boston, and St. Louis.

Representatives in most parts of the world.

Specialised, complete line of X-Ray and High-Frequency Apparatus,

Wall—and Table—Distribution—Cabinets and Plates.

Transformers for Cauterisation and Endoscopy.

Massage Apparatus for Ambulant and Office Use.

Complete line of Apparatus for Light Therapy.

Motors for Surgery.

"Multiplex" Sinusoidal and Pulsatory Current Apparatus for frequencies of from 5 per minute upward.

Eyemagnets, Aseptic Electrodes, Sterilisers.

Batteries (dry cell type), Air Compressors.

"The line that sells on merit, the goods designed to the purpose."

VICTOR ELECTRIC CO., 55-61 MARKET ST. CHICAGO U.S.A.

From "The Lancet" and other foreign medical papers.

"PALMETTO"
REG. TRADE MARK
PACKING



For HIGH-PRESSURE and SUPERHEATED STEAM.

Heat resisting from core to cover, and so perfectly lubricated that it cannot harden.

Don't take our word for it, but dissect a piece and see for yourself, but better yet, let us send you a FREE SAMPLE and prove our claim under working conditions.

PLAITED, Round and Square, from 1/4" up to 8 lb. Boxes.
TWIST, Sizes 1/8", 3/16" and 1/4" on Spools in 1 lb. Boxes.

GREENE, TWEED & CO.,
Sole Manufacturers.
QUEEN ANNE'S CHAMBERS, TOTHILL STREET.
WESTMINSTER, LONDON, S.W.

Taken from "The Engineer", London, and other engineering papers.

Watch for
NO. 2
Next Month

An Important Announcement
TO
Manufacturers, Jobbers and Dealers
EVERYWHERE

For the next six months our advertisements will appear in this publication and we request that you take particular notice of each announcement. In our advertisements we will show you why it is necessary for you to become a regular subscriber to our publication—why it will give you help that no other paper will. We want to have one progressive English-speaking business house as a subscriber in every city throughout the world.

"The Novelty News" is the official organ of:
The American Association of Novelty Manufacturers
The Advertising Merchandise Association
The American Post Card Association and
The Premium Trade

It is the directory of American manufacturers of premium goods, advertising signs, calendars, souvenirs, novelties (that is, new things) and specialties, and other articles which tend to increase the sales of any kind of business—that is to say; for manufacturers, wholesalers, retailers, publishers, bankers, service corporations and salesmen.

"The Novelty News" tells the latest and most original ways in vogue with progressive American business houses to advertise by novel and original plans, and to increase the demand for their merchandise or service by premium, or inducement, sales plans—that is, giving gifts in reward for patronage.

Ours is the only journal published which covers this field. It describes these novel business promotion plans; tells which firms use them and what goods they give away as business souvenirs, advertising novelties, premium gifts, etc.; and just what results follow these advanced business methods.

7/6 or $1.87 per year postpaid to any part of the world. Four months' subscription 2/6 or seventy-five cents. No free copies sent. Address HENRY S. BUNTING, General Manager,

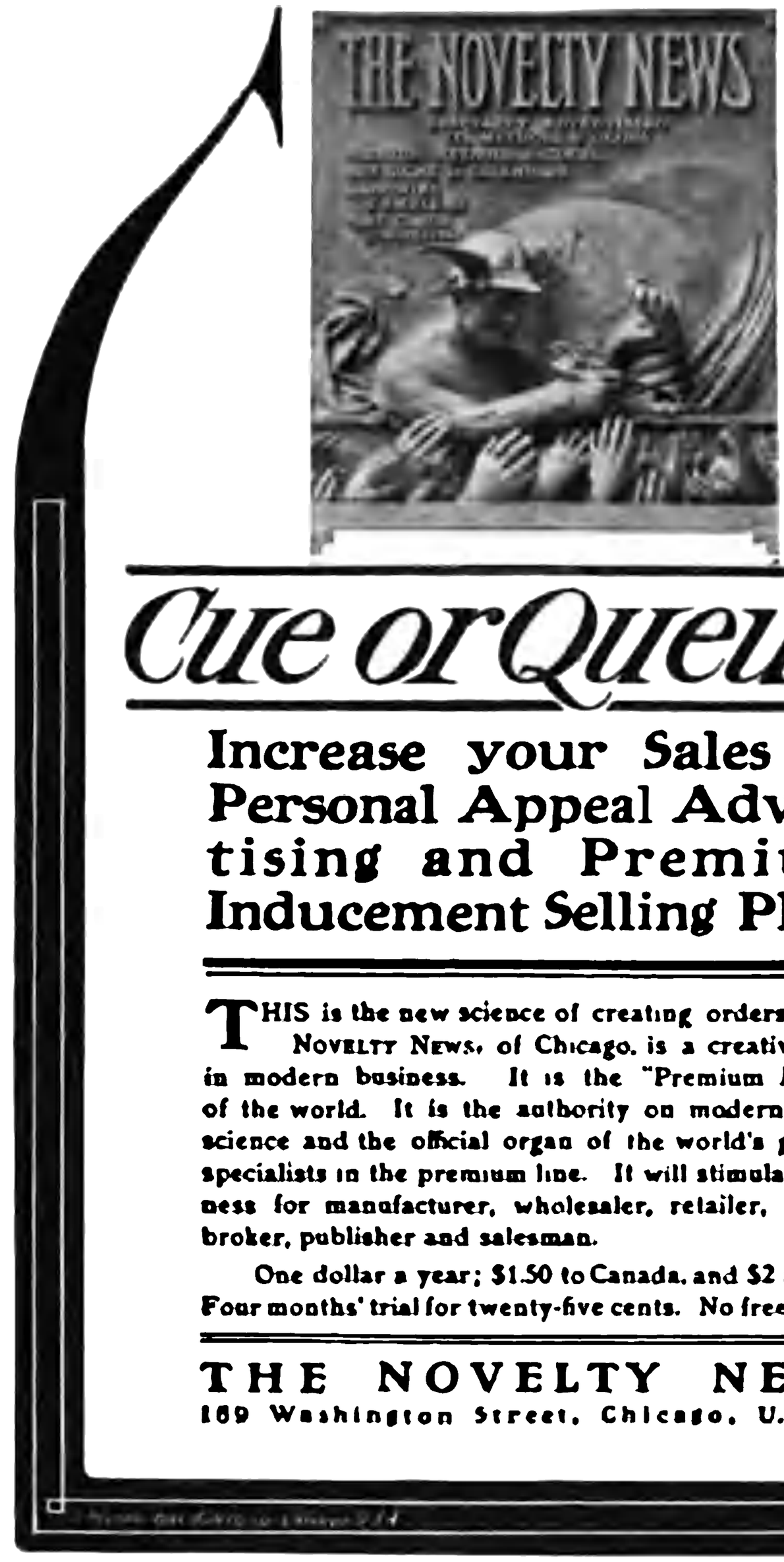
THE NOVELTY NEWS, Chicago, U. S. A.

Remit by International Money Order. No stamps accepted.

J. Roland Kay Co., Chicago, U. S. A.

Reproduction of an advertisement in the "American Exporter." English Edition.

NATIONAL



Cue or Queue?

Increase your Sales by Personal Appeal Advertising and Premium Inducement Selling Plans

THIS is the new science of creating orders. THE NOVELTY NEWS, of Chicago, is a creative force in modern business. It is the "Premium Market" of the world. It is the authority on modern selling science and the official organ of the world's greatest specialists in the premium line. It will stimulate business for manufacturer, wholesaler, retailer, banker, broker, publisher and salesman.

One dollar a year; $1.50 to Canada, and $2 abroad. Four months' trial for twenty-five cents. No free copies.

THE NOVELTY NEWS
189 Washington Street, Chicago, U. S. A.

This advertisement appeared in the "American Exporter", New York, and other papers mostly published in England and Germany.



BALDWIN LOCOMOTIVE WORKS.

Broad and Narrow Gauge **LOCOMOTIVES** Single Expansion and Compound.

Mine, Furnace and Industrial Locomotives. Electric Locomotives with Westinghouse Motors and Electric Trucks.

BURNHAM, WILLIAMS & CO., Philadelphia, Pa., U.S.A.

Cable Address: "Baldwin, Philadelphia;" "Sanders, London."

General Agents:—SANDERS & CO., 110, Cannon Street, LONDON, E.C. 1934

published in the "Indian & Eastern Engineer" and other engineering papers printed in the Far East.

GYPSUM

FOR

Portland Cement Plants

AN actual chemical advantage of SIXTY-TWO CENTS PER TON FOR YOU over any competitive rock.

GREATER UNIFORMITY ASSURED.

PROMPT SHIPMENTS.

WRITE for Laboratory Tests, or see us at the Cement Show, Toronto, March 1st to 6th,

UNITED STATES GYPSUM COMPANY

CHICAGO, ILL. - - U.S.A.

Published in the "Canadian Cement and Concrete News", Toronto, Canada.

PIANOS

made expressly for

INDIA

Baldwin True Tropical Pianos

Made in solid wood, especially treated to resist any climate, high or low, dry or damp, hot or cold, as well as the attacks of ants and other vermin.

These Pianos in the improved Baldwin tropical interior preparation, have been put to the severest test and PROVED in INDIA and in other equally difficult markets.



Style "34" Tropical.
Solid Wood, Ebonized.

A number of beautiful styles to select from.

Special Attention given to Over-Sea Shipments

Obtain further information from your dealer or write us for catalogues and testimonials.

The Baldwin Company

(Established 1862)

CINCINNATI, U.S.A.
Export Department.

From the "Times of India," Bombay; "The Asian," Calcutta; "The Empress," Calcutta, etc.

THE FOX VISIBLE TYPE-WRITER



The only Visible Typewriter having the strength, solidity, and durability of the best blind machines.

The Fox is the Typewriter that compelled every Typewriter manufacturer in the world to get out a visible model—or go out of business.

The Fox has every improvement and attachment of the highest grade Typewriter.

It combines "the good of the old with the best of the new."

— AGENTS WANTED. —

We offer the Standard Typewriter, Exclusive Territory, very liberal conditions, and every possible assistance to our representatives.

Write for free Illustrated Catalog and Circulars.

FOX TYPEWRITER Co. 716-726, Front Street, GRAND RAPIDS, MICH., U.S.A.

From the "British Trade Journal." Published in London, Hong-kong and Tokio.

That Invisible Force
MAGNETISM
lends itself beautifully to the purpose of indicating Speed, as exemplified in the
New Stewart Speedometer

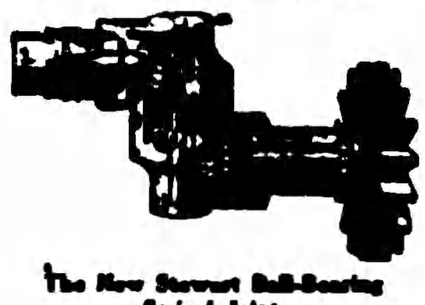
Permanent magnets, of the closed ring type, are caused to revolve through gearing and flexible shaft at the speed of the car. In proximity to this magnet head, but not touching it, is a lightly poised aluminum disc, mounted on jewels. The magnet exerts a torque, or drag, on this disc in exact relation to speed at which they are rotated. The pivot carrying this disc also carries a pointer that works over the dial.

The parts, together with the odometer mechanism, all represent the most exquisite workmanship, are encased in a heavy brass cup, beautifully polished and lacquered, and sealed under bevelled French plate glass.

FOR SALE BY ALL DEALERS.



100,000-mile Odometer, 4-inch dial, electric light. Price, $5.



The New Stewart Ball-Bearing Swivel Joint. Eliminates Shaft Breakages.

STEWART & CLARK MFG. CO.
1848 Diversey Boulevard, Chicago, U.S.A.

"

SMITH スミス CONCRETE MIXER トーリクンコ 機合混



乾、濕兩用諸材料一式の濕合に適す。現時三千臺の本機は各所に使用されつゝあり

(型錄御請求次第呈上す)

日本に多く使用されつゝあり

CONTRACTORS SUPPLY & EQUIPMENT CO.

CHICAGO. U. S. A.

AIV

FULLER & JOHNSON
Motores de Gasolina

Una oportunidad excepcional de hacer arreglos de agencia con una firma antigua de alta reputación en la manufactura de Motores de Gas.

Estos motores han demostrado su superioridad por todo el mundo.

En las granjas y plantaciones de los Estados Unidos y países extranjeros y bajo todas las condiciones de clima y uso—han probado ser los más seguros, más económicos y más satisfactorios. Miles de personas entusiastas que los usan, así lo atestiguan.

Podemos hacer arreglos especialmente atractivos con firmas ó personas de responsabilidad en este ramo, y solicitamos de las mismas pronta correspondencia.

Manufacturamos motores de tamaños y fuerza convenientes para los requisitos de la granja ó plantación. Dos de nuestros modelos están ilustrados en esta página.



El Motor para Bomba de Granja de Fuller & Johnson

Este es el tamaño más pequeño de motor que nosotros construimos. Está diseñado para satisfacer la gran demanda de un motor completamente práctico y eficiente para operar bombas ó cualquiera de la máquinas pequeñas usadas en la granja. Proporciona un abastecimiento independiente de agua para granjas y casas de campo.

Un motor para bomba compacto, completo y listo para conectarse á cualquier bomba de modelo corriente; también un equipo con una polea de correa de 4 pulgadas de diámetro para impulsar maquinaria ligera.

***Este es el único motor digno de confianza* para el propósito á que se designa, pues su venta numerosa en los Estados Unidos lo prueba.**

Motor de "Chaqueta de Agua Abierta" de Fuller & Johnson

El grabado muestra el lado vivo de nuestros motores de 5 y 7 C. de F. Hacemos también un tipo de motor en 3, 9, 12, 15 y 18 C. de F. y además un modelo vertical en tamaños de 1 y 2½ C. de F.

Nuestra construcción especial de "Chaqueta de Agua Abierta" asegura una corriente libre de agua alrededor del cilindro interior, evitando el recalentamiento excesivo; y los otros rasgos especiales lo hacen fácil de limpiar, económico en el consumo de combustible, y seguro bajo todas las condiciones de tiempo y trabajo.

Aquellos que estén interesados en vender un renglón lucrativo y al mismo tiempo satisfactorio se les ruega nos escriban enseguida.

A solicitud, se suministrarán detalles completos é impresos descriptivos.



FULLER & JOHNSON MANUFACTURING COMPANY,

Establecida en 1840.

MADISON, WISCONSIN, E. U. A.

Taken from the "Exportador Americano", circulating through South America.

kaf Dem selv
n Forretning.

Amerika er mange Mennesker rige i de sidste 5 Aar ved

isement Arcades.

Amusement Arcade (For-Etablissement) er et Lo- styret med automatiske , der fremviser Billeder, Sange, spaar, viser Styr- og byder paa hundrede skellige Slags Underhold- hver Ting koster kun en ighed. En Kapital paa , eller mere og et godt r nødvendig. Etablisse- indbringer ofte paa de 2 Mdr. en Nettoindtægt, kker hele Indsatsen. er Verdens største Fabri- Underholdnings-Maskiner. der selv 25 Etablissementer. d, hvad de indbringer. Jeg seret for 60,000 Lstr. af de Handelsagenturer. Skriv mig og nævn mig Deres , Størrelsen af Deres By, etc., og jeg skal sende rmere Meddelelser. spondance paa Engelsk, , Tysk og Spansk.

H. Mills, President, Novelty Co., 135 E. Mills ing, CHICAGO, U. S. A.

from "Illustreret Fam- Journal", Stockholm.

Die beste Maschine der Zeit, welche Ihnen ein Vermögen einbringen will.

Wünschen Sie Ihr Vermögen nutzlos liegen zu lassen oder wollen Sie es arbeiten lassen, damit es Ihnen mehr einbringe? Sollte das Letztere der Fall sein, lesen Sie diese Anzeige sorgfältig

Wir bieten Ihnen hiermit das Vollkommenste auf dem Gebiete der automatischen Kunst an: The Mills Frenchelk. Diese Maschine will 365 Tage und Nächte für Sie arbeiten und Ihnen viel Geld verdienen.

Das Einwerfen eines Geldstückes in eine der drei dafür bestimmten Spalten und das Hinunterdrücken des Handgriffs setzt die Platte mit den verschiedenen Farben und Gewinnzahlen in Bewegung. Sobald die Platte anhält, kommt eine Farbe zum Vorschein, und ist es diejenige, auf welche gespielt wurde, so wirft die Maschine automatisch den Gewinn aus, in Form einer Handels-Marke mit Angabe des Wertes.

Es ist möglich, zwei-, drei- oder sogar fünfmal den Wert des gesetzten Geldstückes zu gewinnen.

Besitzer von Hotels, Restaurants und Cafés nehmen die Maschine gerne in ihre Räumlichkeiten, da dieselbe den Verkehr anregt, hübsch anzusehen ist und sofort allgemeine Aufmerksamkeit erregt. Falls Sie nicht selbst ein solches Geschäft besitzen, so können Sie mit andern Geschäftsleuten eine Anzahl solcher Maschinen gemeinschaftlich arbeiten lassen.

Preis d. Maschine Doll. 40, Mk. 160.
Preis zum Versuche Doll. 35, Mk. 140.
Franko verschifft in New York.

Unsere Schiffs-Agenten sind für die Maschine verantwortlich bis sie Ihnen abgeliefert ist.

Bei Bestellung senden Sie das Geld durch irgend eine Bank oder Postamt und beim Empfange Ihrer Sendung werden wir die Maschine sofort an Sie abgehen lassen.

Telegraf-Wort: Frenchelk. Korrespondenz in Deutsch, Französisch, Spanisch und Englisch.

Telegraf-Adresse: Coin Chicago.

Mills Novelty Co., Dept. 138 G, Mills Building, Chicago, Ill, U. S. A.

Taken from "Jugend", Munich, Bavaria.

Jeg tjener 600 Lstr. hver Maaned.

Fra et Forlystelses-Etablissement (Amusement-Arcade).

Et Forlystelses-Etablissement byder billig Underholdning, der i særlig Grad henvender sig til den store Middelklasse.

Det er i Almindelighed et Lokale, der er fuldstændig aabent nd til Gaden, udstyret med automatiske Underholdnings-Maskiner, som hver især træder i Virksomhed. omtrent et Minut eller saa, naar man lader en Mønt glide ned i Rævnen.

Disse Maskiner viser Billeder, musicerer, spaar, giver Prøver paa Dygtighed og Styrke og byder mange forskellige Slags Underholdning.

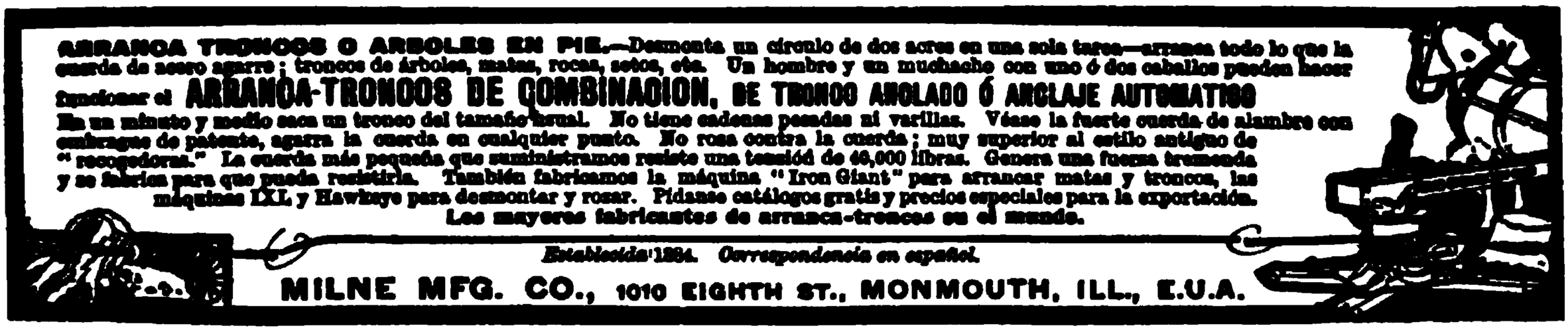
En Kapital paa 200 Lstrl. (3600 Kr.) og et godt Lokale i en By med stor Trafik er nødvendig. Stor Indtægt, ringe Driftsomkostning. Etablissementerne indbringer hyppigt i 2 Maaneder tilstrækkeligt til at dække den oprindelige Indsats.

Jeg er Verdens største Fabrikant af Underholdnings-Maskiner. Jeg leder selv 25 Etablissementer. Jeg ved, hvad de indbringer. Jeg er taxeret for 60 000 Lstr. af de ledende Handelsagenturer.

Skriv og opgiv mig nøjagtig det Beløb, De kan risikere, Størrelsen af Deres By, Deres Lokale etc., og jeg skal selv svare Dem og give Dem nærmere Meddelelser.

H. S. Mills, President, Mills Novelty Co., 135 F. Mills Building, CHICAGO, U. S. A.

Taken from "Illustreret Familie", Christiania.



Taken from Spanish Edition of the "British Trade Journal", which circulates through Spain and Spanish speaking countries of South America.

Ich verdiene Mk. 12000 — in einem Monat. —

Eine Belustigungs-Gallerie gibt eine billige Unterhaltung, welche sich für Leute der Mittel-Klasse als sehr anzüglich beweist.

Eine solche Gallerie ist gewöhnlich ein vorne ganz offener Laden, ausgestattet mit verschied. Automaten, von welchen jeder etwa eine Minute arbeitet d. Einwerfen eines Geldstückes.

Diese Maschinen, zeigen Bilder, spielen Musikstücke, sagen die Zukunft voraus, prüfen Muskelstärke und Fertigkeit und eine grosse Menge anderer unterhaltender und belehrender Zeitvertreibe.

Mk. 4000 Kapital und gutgelegene Räumlichkeiten in einer geschäftigen Stadt sind alles was notwendig ist um eine grosse Summe Geldes zu verdienen. In manchen Fällen haben die Gallerien in zwei Monaten das ganze angelegte Kapital verdient.

Ich bin Besitzer der grössten Fabrik der Welt zur Verfertigung dieser Automaten und besitze selbst 25 solcher Belustigungs-Gallerien. Somit weiss ich aus Erfahrung, wieviel dieselben abwerfen können.

Die grössten leitenden Auskunfteien schätzen mich auf Mk. 1,200,000.

Schreiben Sie mir genau das Kapital, welches Sie zur Verfügung haben, die Grösse Ihrer Stadt, die Mietverhältnisse u. s. w. und ich werde Ihnen gerne persönlich schreiben, und nähere Auskunft geben. Korrespondenz in Deutsch, Französisch, Englisch und Spanisch.

H. S. Mills, Präsident der Mills Novelty Co., 138 F, Mills Building. Chicago, U. S. A.

Appeared in "Jugend", Munich, Bavaria.

Skaffa Eder själf en affär.

I Amerika hafva många människor under de sista 5 åren blifvit rika genom att leda

Amusement Arcades.

Ett Amusement Arcade (förlustelse-etablissement) är en lokal, utstyrd med automatiska maskiner, som förevisa bilder, återgifva sånger, spå, visa prof på styrka och bjuda på hundra andra olika slags underhållning, hvart och ett för blott en ringa penning. Ett kapital på 200 pund eller mera och en bra lokal är nödvändigt. Etablissementen inbringa ofta de första 2 månaderna en nettoinkomst, som täcker hela insatsen.

Jag är världens största fabrikant af underhållningsmaskiner. Jag leder själf 25 etablissement. Jag vet, hvad de inbringa. Jag är af de ledande handelsagenturerna taxerad till 60,000 pund. Skrif fritt till mig och säg mig Edert kapital, Eder stads storlek, lokal etc., och jag skall gifva Eder närmare underrättelser.

Korrespondens på engelska, franska, tyska og spanska.

H. S. Mills, President, Mills Novelty Co. 135 E. Mills Building, CHICAGO, U. S. A.

Appeared in "Illustreret Familie Journal", published in Copenhagen, Denmark; Christiania, Norway; Stockholm, Sweden.

Haben Sie Ihr eigenes Geschäft?

In den letzten fünf Jahren haben in Amerika viele Leute ein Vermögen erworben durch Eröffnung von

Belustigungs-Gallerien.

Eine Belustigungs-Gallerie ist einfach ein Laden, ausgestattet mit Automaten, welche: Bilder zeigen, Lieder singen, die Zukunft voraussagen, Stärke der Muskeln prüfen u. s. f., Hunderte von verschiedenen unterhaltenden und belustigenden Arten von Zeitvertreib. Jeder einzelne der Automaten arbeitet für eine kleine Münze.

Ein Kapital von Mk. 4000.— oder etwas mehr und gutgelegene Räumlichkeiten sind notwendig. In vielen Fällen haben die Gallerien in den ersten zwei Monaten einen Reingewinn abgeworfen, welcher dem ganzen angelegten Kapital gleichkam.

Ich bin Besitzer der grössten Fabrik der Welt zur Verfertigung dieser Automaten und besitze 25 soicher Belustigungs-Gallerien. Ich weiss somit, wieviel dieselben verdienen können.

Leitende Auskunfteien schätzen mich für Mk. 1200000.— Schreiben Sie mir vertraulich, mit Angabe Ihres Kapitals, der Grösse Ihrer Stadt, der Mietverhältnisse u. s. f. und ich werde Ihnen nähere Auskunft senden.

Korrespondenz in Deutsch, Französisch, Spanisch und Englisch.

R. S. Mills, Präsident der Mills Novelty Co., 147 E, Mills Building, Chicago, U. S. A.

COMMENCEZ UN COMMERCE

Pour vous même

Il y a bien des gens qui pendant les cinq dernières années ont gagné des fortunes en ouvrant des

GALERIES DE JEUX

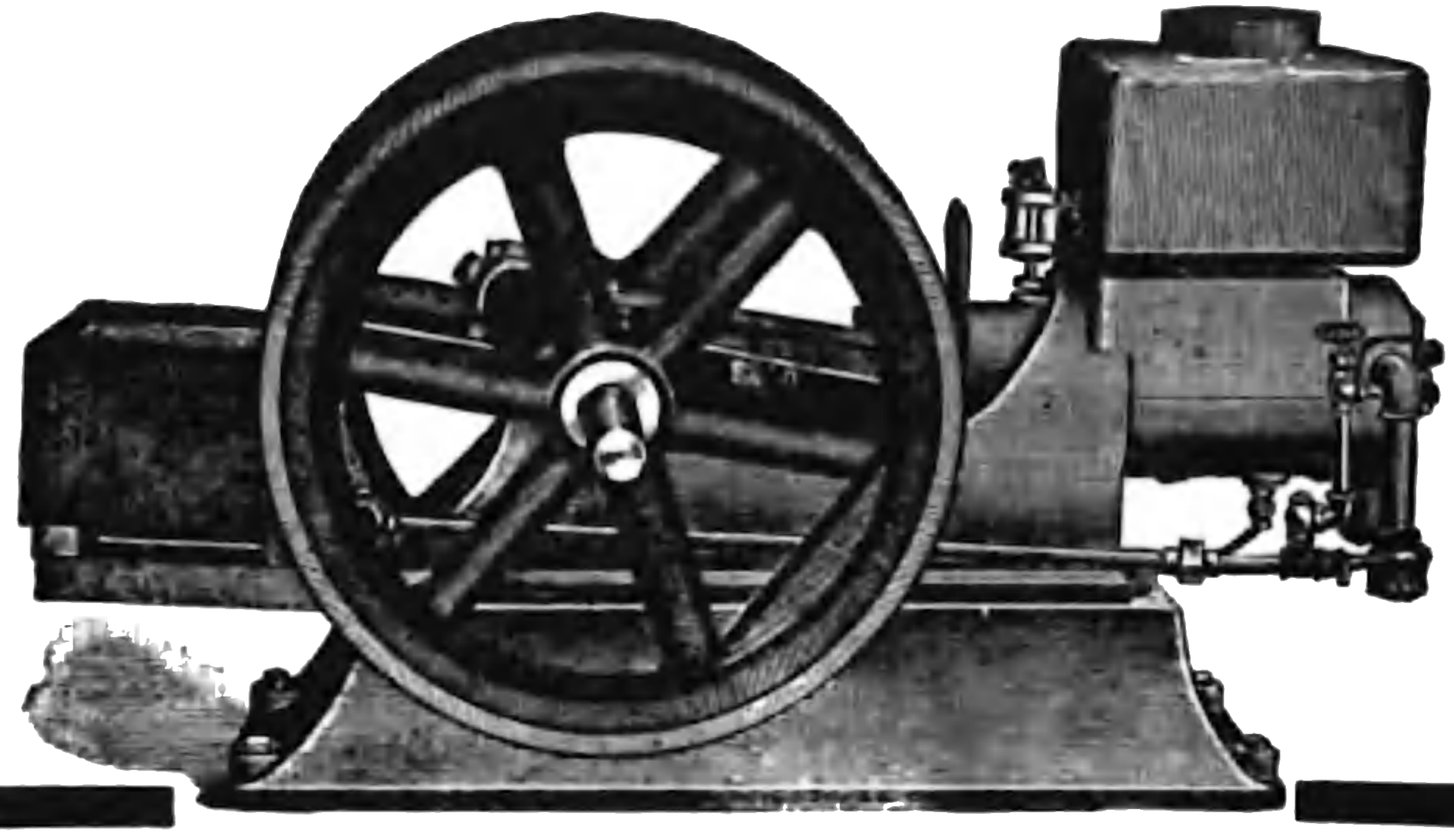
Une Galerie de Jeux est un endroit où sont réuni des appareils automatiques montrant des images ou portraits, reprodnisant des chants, prédisant la fortune et l'avenir, essayant la force musculaire et cent autres sortes d'amusement. Ces appareils fontionnent tous pour une petite somme. Un capital de 5,000 francs ou plus et une bonne location sont nécessaires. Souvent ces emplacements ont gagné en deux mois un bénéfice net égal au capital engagé.

Je suis propriétaire de la plus grande fabrique du monde pour ce genre de machines. Je possède moi-meme 25 de ces Galeries et, en conséquence, sais ce qu'elles peuvent vous rapporter. Les plus grandes agences commerciales me donnent à 1,500,000 fr. Ecrivez-moi confidentiellement en me faisant savoir votre capital disponible, l importance de votre ville et les conditions de location et je vous enverrai de plus amples détails.

Correspondance en français, anglais, allemand et espagnol.

H. S. MILLS, *Président de Mills Novelty Co.*,
136E, Mills Building,
Chicago, U. S. A.

Taken from "Le Rire", Paris.



Los Motores de Gasolina "WATERLOO BOY"

Han establecido una reputación universal por su sencillez de construcción y seguridad bajo todas condiciones. Cualquiera puede hacer funcionar con éxito estos motores sin necesidad de experiencia.

Se construyen en tamaños desde uno á doce C. de F., para satisfacer todas las demandas. Funcionará con gasolina, nafta, petróleo, destilado ó alcohol.

Garantizado contra cualquier imperfección, en la mano de obra ó en el material, por cinco años.

Deseamos establecer agentes en donde aun no estamos representados. Sea el primero de su sección, que se comunique con nosotros, y obtenga la proposición especial que estamos ofreciendo á los agentes dignos de confianza. Vd. puede conseguir grandes utilidades, vendiendo estos motores.

Nuestras referencias, cualquier agencia comercial. Iowa State Bank of Waterloo, Iowa, ó La Hacienda Co., Buffalo, N. Y.
Capacidad 30,000 motores acabados, cada año.

WATERLOO GAS ENGINE CO.,

378 Exchange Place, WATERLOO, IA., E. U. A.

Taken from "America." Published in New York in Spanish. Circulates in Spanish speaking countries.



PART XXV

HOTEL AND RESORT ADVERTISING

By L. L. HEATON
Brooklyn Daily Eagle

Hotel and resort advertising, no matter how attractive it is, no matter how lavishly it is used, cannot be permanently successful when the resort advertised is run down or mismanaged. Advertising will get its best results from those houses which are honestly managed for the good care and comfort of their guests. Indeed, a house may not necessarily be elaborate, but its cleanliness and wholesomeness will earn it big results through the right kind of advertising.

So it may be stated at the outset that this article is not written for the purpose of benefiting the houses which are bad internally, but for those which expect to live up to their advertising.

The Psychology of Advertising

Hotel and resort advertising has made wonderful strides in the past fifty years. Indeed, such a science has it become that clever men are paid very high salaries to draft copy. And it has come to stay—there is no doubt about that. It is not a fad which will wear off in the next generation. It has grown with the great progress of newspaper and

magazine printing and it will stay as long as they are published. Any country-wide campaign of advertising costs a large amount of money and men are set to studying its every detail that there may be no waste. The great manufacturing industries today use odds and ends of material which were formerly thrown in the refuse heap. So in advertising, every word counts.

We hear of the "psychology of advertising." In its simplest terms this phrase means just this: the ability of the advertiser rightfully to judge the frame of mind of the prospective buyer and to appeal to him in such a way by advertisement that his attitude may be carried forward even to the point of buying. Every business man of the city (and I emphasize city) knows somewhat of the value and the methods of advertising, for he has been trained amidst its daily surroundings. But to the hotel proprietor, especially the country resort owner, advertising is an entirely new proposition. He knows nothing of rates, of style, of mediums or measurements, and it is necessary therefore to discuss the fundamentals of resort advertising.

Why Advertise?

The first question which comes to the mind of the hotel proprietor is: why am I obliged to advertise? The answer is: because all your competitors are advertising and getting results which you ought to get. It is true that a few resorts have never advertised, their managers



roduction of half-page resort advertisement which appeared in the leading East- papers. Prepared and placed by The Dorland Advertising Agency, Atlantic City, sey.

claiming that the prestige and good management of their hotels relieve them of the necessity. Eventually they will discover that judicious advertising is a more powerful and more far-reaching force, and that it will be a necessity on account of the growth of competitors.

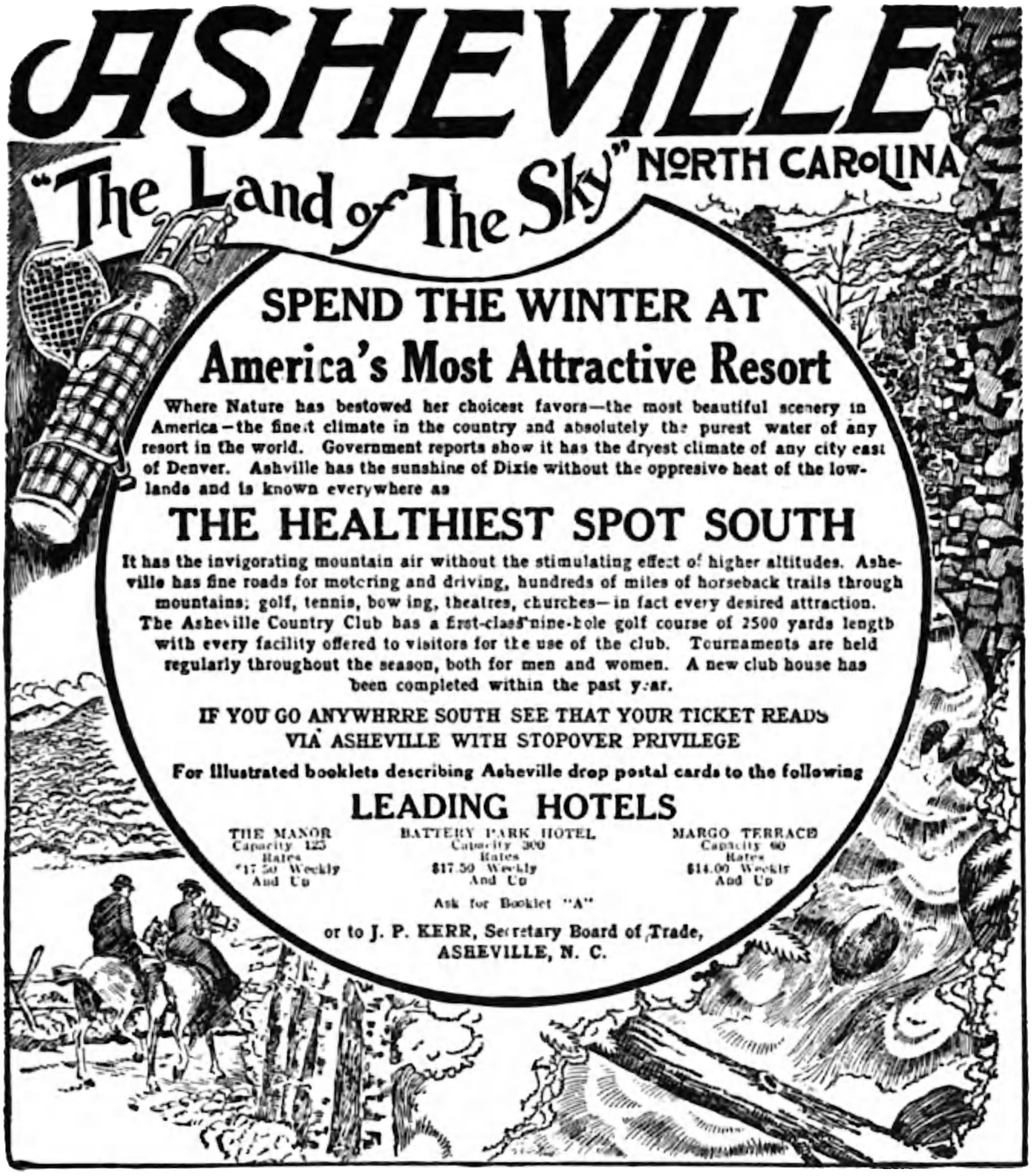
The additional expense of advertising does not in the least enter into the argument. Advertising is not a luxury but an investment, and its returns are in proportion to the amount of sound judgment used. Why do the great department stores of the cities consider the advertising appropriation first of all? Why do they cut down repair or delivery expenses before touching the advertising appropriation? Because advertising is the life of the store.

What Mediums?

It is generally conceded that the daily newspaper is the best medium for hotel and resort advertising. With certain very large and high-priced hotels where the patronage comes from all parts of the country, magazine space is purchased with profit. But even then newspaper advertising should be used in conjunction with it to keep in close touch with the newspaper reading public.

For the more modest house two-thirds of the magazine circulation is thrown away on a territory which cannot possibly bring any returns.

Then, too, the issues of the magazine are too widely separated to create any prestige. Three advertisements



Winter resort advertisement which appeared in Northern papers. One-half reduction. Prepared and placed by The Dorland Advertising Agency, Atlantic City, New Jersey.

would be about the maximum for the resort season in the monthly publication. But the daily newspaper offers an opportunity every day. There must, however, be great discrimination in the use of the daily publication, for it is folly to spend money in all of them.

There are newspapers and newspapers. There are newspapers in which the advertisements are read just as religiously as the news, and there are other newspapers which are carried on mainly for the political advancement of their owners, and which are of no real advertising value.

During the season many inducements are sent out to prospective advertisers by the daily papers, each showing its particular advantages as an advertising medium.

Generally a large circulation is urged as the greatest argument—but is it? Would you choose a newspaper of 150,000 circulation which, for instance, makes a specialty of financial advertising rather than a paper which is delivered into 50,000 homes? This is the first point to decide in the psychology of one's advertising. Where are the vacations planned? They surely are not planned by the busy men in the skyscrapers, but rather in the homes by the wives and mothers. The prime consideration then is to choose a medium which will reach the home. Another point to take into consideration in any argument for circulation is, where is the circulation? Is it mostly in the city among the desirable class of people from which to draw guests, or is half the circulation in small towns within a radius of fifty or a hundred miles



Attractive and full of good argument for anyone interested in health resorts. One-half reduction. Prepared and placed by The Dorland Advertising Agency, Atlantic City, New Jersey.

of the city where people are already enjoying country life?

The price of a paper often denotes whether it has a high class home circulation or whether it is a "throw around." A great advantage the good newspaper has is the confidential relationship which exists between the paper and the subscriber. Newspapers which are constructive, which try to build up rather than tear down, which dare to print the truth, though exercise extreme care in the selection of news matter, win a confidence which extends to the advertising columns. With very few exceptions these papers always print many pages of classified advertising. Newspapers do not print thousands of classified wants day in and day out without a reason. The advertisers are getting results.

Rates

The rates of the leading mediums are necessarily the highest. An often repeated mistake is the selection of an inferior paper because its rates are low. A man once put up a sign of his business on the premises of an insane asylum because it was free—but what did it profit him?

There is a good reason for a high rate. If a 40-cent-a-line advertisement will bring five replies, while a 10-cent-a-line advertisement brings only one, it is easy to figure which is the most profitable advertising.



One of the best hotel advertisements which appeared in the newspapers and magazines during the year 1910. One-third reduction. Prepared and placed by The Dorland Advertising Agency, Atlantic City, New Jersey.

Persistent Advertising

So many proprietors make the mistake of advertising once in a newspaper and, not getting a number of replies, they immediately become discouraged and try some other paper, with the final result that they have lost valuable time without getting much of any returns. If an advertiser has made up his mind that a certain paper is a good medium for his wants he should give it a fair trial. One or two insertions rarely prove a sufficient test.

Most newspapers offer a lower rate for daily or every other day copy running by the month. This should always be taken advantage of, not simply because the rate is less, but because the persistent appearance of the advertisement is bound to win over some doubtful minds who have been reading over these advertisements for many days.

You can't cut a giant oak down with one stroke of the ax—you must keep on chopping if you ever expect to accomplish anything. If it takes fifty strokes to fell a tree and you deliver forty-nine and quit, you have wasted your time and effort without result. It is the last stroke on top of the other forty-nine preparatory strokes that does the business.

"Persistence has conquered empires, scaled mountains, constructed cities, and advanced civilization; and the same type of endeavor is required in a large measure in advertising work if it is to be successful."

EVERY DAY IS A HOLIDAY AT

Atlantic City

BUT NEW YEAR'S

Is One of the Most Popular

periods of the many winter holidays.

The famous 60-foot boardwalk skirting the sea for its entire length is a brilliant, fascinating scene of many thousands enjoying its pleasures, particularly the popular roller chair, in the warm sunshine and invigorating salt sea breezes; the golf course, numerous drives and many other sports, pastimes and social diversions equally contribute their share of enjoyment.

Take advantage of this Week-end Holiday

Go down and make your rendezvous at any of the following Leading Houses:

Seaside House F. P. Cook's Sons	**Chalfonte** The Leeds Company	**Haddon Hall** Leeds & Lippincott
Hotel St. Charles Newlin Haines	**Hotel Dennis** Walter J. Busby	**Marlborough-Blenheim** Josiah White & Sons Company
Hotel Traymore Traymore Hotel Company	**Galen Hall** F. L. Young, Manager	**The Pennhurst** William R. Hood

Four through vestibuled trains daily via Central R. R. of N. J. or the Penna R. R. Full information from local ticket agents.

Good as an Ocean Voyage

ATLANTIC CITY

NEW JERSEY

With its famous seven-mile promenade skirting the sea for its entire length will give as much health and more pleasure than a week of "Ocean Greyhounding." There is no monotony, always real pleasure. Ideal out door weather.

THE LEADING HOUSES

Will furnish all information about Atlantic City, and quote rates, etc., on request.

Chalfonte The Leeds Company	**Haddon Hall** Leeds & Lippincott	**Seaside House** F. P. Cook's Sons
Hotel Dennis Walter J. Busby	**Marlborough-Blenheim** Josiah White & Sons Company	**Hotel St. Charles** Newlin Haines
Galen Hall F. L. Young, Manager	**The Pennhurst** Wm. R. Hood	**Hotel Traymore** Traymore Hotel Co.

Transportation facilities that meet the demands of millions of visitors to Atlantic City. For time tables and full information apply local ticket agent.

All-type resort advertisements. Note the white space and symmetry of

Everlastingly keeping at it will surprise you in the returns. But don't give up the minute your hotel is filled. No matter how much business you are doing, keep up the energy that makes it. You may be turning people away, you may be able to persuade them to book for the Autumn months. But think of the popular impression which is made. This persistency is like the training of a champion prize fighter. If he rests on his laurels and thinks, "Well, I am it, I do not need to train any more," it isn't long before someone else is occupying the center of the stage—someone who has been persistent in his daily training.

Advertising a business is the training of that business. The strength dies out if the training is not kept up.

Business cannot be run on momentum, for momentum is really the gradual process toward a full stop.

Size and Space

Now that the mediums have been decided upon and the frequency with which they shall be used, the next concern is the size of the space and how to use it to the best advantage.

All advertisements are figured on the basis of an agate line. This is the unit. An agate line averages seven words. Then there is two, three, etc., line type, meaning twice or thrice as high as agate, with necessarily less words to the line.



White and black contrasts with little but strong copy. This is a good advertisement. Prepared and placed by The Dorland Advertising Agency, Atlantic City, New Jersey.

If a type book can be procured it will aid greatly in the choice of type.

Newspapers stipulate a minimum amount of space to be used. In some cases it is as low as two agate lines, in others as high as five, but rarely more. Whatever the limit is, it is a mistake to reduce an advertisement to the minimum if you can possibly afford not to. There will be perhaps forty other minimum cards on the resort page. Show that you are a little better off by taking at least one or two more lines and thus also get a better position. For the position is usually arranged according to the size of the copy, the largest going to the top.

But for the ordinary fifteen to twenty-five room house an inch or fourteen-line advertisement ought not to be too large to carry. This will give room for a clear, concise, fairly well displayed advertisement. A crowded, jumbled up, ill arranged, badly abbreviated advertisement cannot possibly produce the best results and often causes an impression of unnecessary scrimping.

What points ought to be emphasized in a resort:

1. Where is the resort or hotel.
2. If in the country, how far from railroad.
3. How many will it accommodate.
4. Size and facilities of house.
5. Features of the country.
6. Rates of board.

If the location is not well known it is advisable to add the distance from the city in which the advertising has its principal circulation.



One of a series of European travel advertisements which appeared in American newspapers and magazines. Prepared and placed by The Dorland Advertising Agency, Atlantic , New Jersey.

It is, of course, discretionary on the part of the advertiser whether all of these points be brought out in a single advertisement. A series of advertisements with a complete change of wording every week, for instance, featuring some new point each time, makes the advertising doubly strong, provided the points are treated clearly and frankly.

The following advertisement will serve to illustrate some points:

KENWOOD VILLA
Morris Heights, Va.

A cozy dwelling of 16 rooms, half surrounded by a broad piazza looking off to the lake and hills. Convenient baths, hot and cold water. Food well prepared from home produce. Rates $8 to $15 (no higher) depending upon room selected. 1 mile from R. R. Illustrated booklet.

A. R. SOUTHWORTH.

This advertisement measures thirteen agate lines, including border. It is a simple notice, yet there is a frankness of statement which appeals to one. The plain border is very cleverly broken so that it emphasizes the name, giving practically the effect of an arrow. If this border completely enclosed the advertisement it would occupy two more agate lines of space.

Simple borders may be used in a variety of ways with splendid effect.

In almost all cases the name and address of resort advertisements should go at the top. Catch lines are of little use in the small advertisements. The reader is looking over the resort columns because he is interested. He wants to see the name, and especially the address, first.



One of a series of Switzerland advertisements appearing in American publications. Prepared and placed by The Dorland Advertising Agency, Atlantic City, New Jersey.

Small space well used for hotel advertisement. Prepared and placed by The Dorland Advertising Agency, Atlantic City, New Jersey.

When You Go To New

on business or pleasure and want the most satisfactory hotel accommodation, for a reasonable amount of money, you will make no mistake in trying the

PARK AVENUE HOTEL
32nd and 33rd Streets and Park Avenue

It is a magnificent building with an open central court and palm garden, ninety feet by one hundred and ten feet; insuring the best light and ventilation of any New York City hotel.

It is absolutely fireproof, replete with every convenience and luxury, up to date in every detail; in close touch with amusement and shopping center and transportation lines. Subway station at the door.

It is famous for the courteous attention given to all guests by every employe.

Its dining room, restaurant and cafe (European plan) are noted for excellence of fare, high class service and moderate price. Fine music.

Advance engagement of rooms will add greatly to your comfort.

The rates in the advertisement referred to are emphasized by black-faced type, and this is really very important. So many advertisers of hotels leave out the rates altogether or use this stereotyped phrase, "rates reasonable," which is a waste of space. "Rates reasonable" might mean anything. For an Atlantic City hotel it might mean fifty dollars a week, or for the farmer's humble cottage it might mean five dollars a week. Be explicit if anything.

The foregoing advertisement states also the maximum rates. If it is possible to make this statement and live up to it, the advertisement imparts great confidence to the prospective vacationist. He knows, no matter how low the rates, that he will not be obliged to pay more than a stipulated sum.

Here is an advertisement which has two commendable points:

COME IN JUNE

HOTEL INTERLAKEN ON BEAVER LAKE

Special rates. Garage, Fishing and Boating. Expert swimming teacher. Address
MRS. A. RICHARDS, Hartland, Wis.

"Come in June" is well arranged for a catch line, not conflicting with or detracting from the heading. A special feature, "expert swimming teacher," which few hotels have, is brought out, although black faced type might have been better.

GRAND VIEW HOUSE

LAKE BOMOSEEN

First season: an ideal location; climate conditions perfect. A mecca for fishermen. Cuisine unexcelled. Mountain spring water. Fresh eggs, milk, butter and vegetables from nearby farms. Livery and boats. Send for booklet. E. E. PRUNIER, Prop., Hydeville, Vt.

an newspapers
the exhibition.
The Dorland
antic City, New



The foregoing advertisement is from the Troy (N. Y.) *Times*. The proprietor's name is given in the same type, using the capital letters. It is not necessary or advisable to enlarge the size of the name of the proprietor unless he is well known.

Ocean View Hotel

W. H. ADAMS, Owner and Manager

Pablo Beach, Fla.

Seventeen miles from Jacksonville. Directly on ocean front. Cool, comfortable, pleasant.

Less space might have been used in the title of this advertisement from Jacksonville (Fla.) *Times-Union*, and more in the description. However, as there were only three hotels advertised, the larger display of the hotel is more advisable.

The Cleveland

CLEVELAND, N. Y.

Delightfully located on the shore of Oneida Lake, with superb view of the lake. Highest standard of accommodations at moderate rates. Fresh fish at all meals. Sunday dinners include fish, frog and chicken. House lighted throughout with acetylene gas. Bell telephone. Bath, hot and cold water Boating, bathing, fishing. A good dock for the accommodation of boats Livery connected with the business. For reservation of rooms, rates, etc., address

M. O'CONNOR

CLEVELAND, OSWEGO CO., N. Y.

This advertisement, from a Syracuse, N. Y., paper, uses many words but tells little. The repetition "of the lake" in the second line of agate is unnecessary. The sentence regarding rates is meaningless. "Sunday dinners including fish" is a repetition of the preceding sentence. "A good dock for the accommodation of boats"

might better have told what kind of boats could be procured and at what price. In fact, all the ideas in this advertisement could have been told clearly in half the words.

No. 1.

WALNUT MOUNTAIN HOUSE

Liberty Station, N. Y.

A Modern Hotel; elevation 2,400 ft; with golf, bathing; unsurpassed views; livery and garage; French cuisine; spacious verandas and miles of walks through hotel park. For illustrated booklet and rates address

S. A. LOUIS, Mgr.
Liberty Station, New York.

No. 2.

WALNUT MOUNTAIN HOUSE

Liberty Station, N. Y.

A modern Hotel; elevation 2,400 ft; with golf, bathing; unsurpassed views; livery and garage; French cuisine; spacious verandas and miles of walks through hotel park. For illustrated booklet and rates address

S. A. LOUIS, Mgr.
Liberty Station, N. Y.

Advertisement No. 1 above shows the style in which an advertisement might be set by one who did not know the value of white space. No. 2 is the same advertisement as it was used in the Brooklyn *Eagle*. Although the type is smaller in No. 2, how much more attractive and distinguished looking it is.

SEPTEMBER AT
THE GRAND
Mont Vernon, N H

is certainly grand indeed. The location is the queen beauty spot of all New England; magnificent scenery; pure, bracing piney air; magnificent golf course and all out and indoor amusements; only 55 miles from Boston; ideal auto trip. Send for illustrated booklet. GEO. E. BATES, Owner and Prop. Special fall rates.

Here is an advertisement from the Boston *Transcript*, written with that enthusiastic swing which has a tone of sincerity all through it. More advertisements should be written this way.

SAYLORSBURG, PA.

LAKE HOUSE On Blue Ridge Mountains, elevation 2000 feet; large lake; fishing, bathing and boating; excellent table, large rooms. Rate $7 per week and up; capacity 200; auto. Tourists catered to. Booklet.

This small advertisement from the Philadelphia *Inquirer* suggests making use of all the space. The name of the house is not extended clear across the column. The fact that the newspaper has made a classification for the town relieves the advertiser from the necessity of mentioning that in the advertisement.

Special Numbers

Most every large newspaper issues a special resort number for which "big copy" is solicited. If an advertiser's appropriation is large enough he should be represented in the best of these, but he should not sacrifice his small advertisement in order to do so.

A tugboat owner once bought a second-hand whistle which previously had been used on an ocean liner. The first toot used up so much of the tug's steam that it could not go. Don't blow your whistle so much in a special number that there is no energy left to keep the boat going.

An advertisement for a special number should be

very carefully planned, so that it will not be lost among the many other designs. One of the most effective is the use of white space, as shown in previous examples. Bold, glaring type completely filling the space allotted does not attract. Choose an artistic type and allow the reading to set in from the border on top and bottom or all sides. Where space permits a cut may be used, but it should not be crowded. Short, crisp facts are better.

Information Bureaus

There have been many attacks on the so-called newspaper "Information Bureaus," but these bureaus have done more to enlighten the public on the summer vacation problem than any other one element.

The bureau is really a city office for the proprietor. There he may have filed pictures of the house, advertising matter for distribution, references and room diagrams, and the bureau can be of great assistance to him. He should, however, keep it well informed of all changes.

There is no reason why the hotel proprietor should not become an expert advertiser. In the words of the "Where to go" book of one of the large newspapers, "Your own prosperity depends on two things: furnishing what the people want and letting the right people know that you have it."

PART XXVI

MUNICIPAL ADVERTISING

By JOHN B. CARRINGTON

Secretary Chamber of Commerce, San Antonio, Texas

The first thing in advertising a city is a campaign of education for the home people. It is necessary to convince the citizenship that municipal advertising pays, that it will increase the volume of their business and the value of their real estate. Not only a little committee of twenty-five, but the whole citizenship must be fired with zeal for the work. The argument should be made directly to the pocket book. A secondary appeal should be made to patriotism and love of home. It is a poor sort of man who will not do anything for the town in which he lives and in which his children must grow up and live.

Immense assistance can be lent to the effort by the daily newspapers. The publication of numerous articles showing what other cities have done, interviews with public men showing what this advertising brings to a city are valuable in arousing interest. Mass meetings should be held and the aid of the best speakers obtainable enlisted. A slogan should be adopted and buttons and badges distributed.

MADISON,

WISCONSIN'S MOST BEAUTIFUL SUMMER RESORT

ONLY 4 HOURS RIDE FROM CHICAGO.



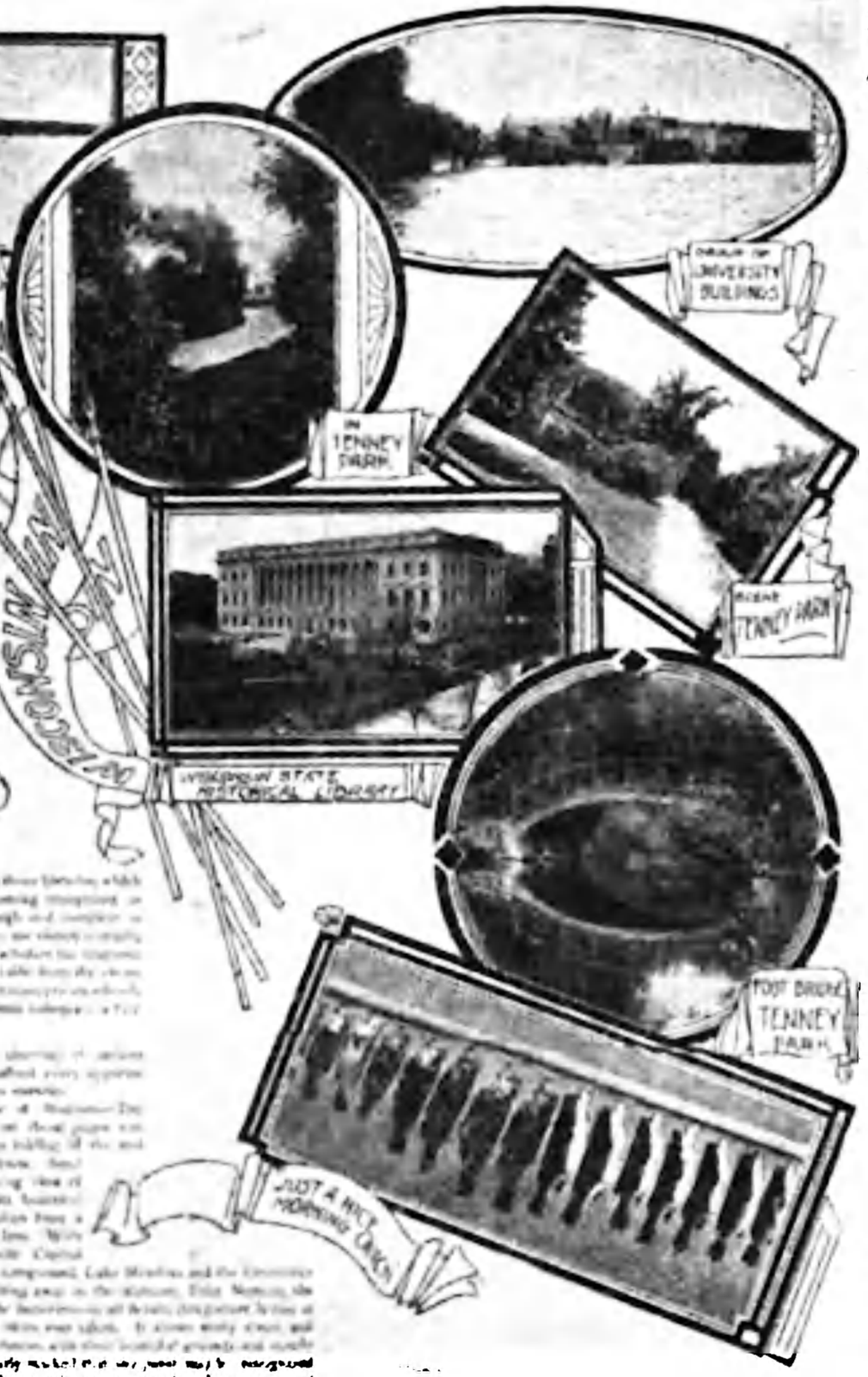












FARMERS' NATIONAL CONGRESS Will Be Held in Madison, Wis., Sept. 24 to 30, 1908. For Information Address CITIZENS' CONVENTION COM., L. W. BURCH, Sec'y.

THE NORTH-WESTERN LINE

Through Trains on Convenient Schedules to

MADISON

And to Hundreds of Other Summer Resorts and Fishing Grounds

In Wisconsin, Northern Michigan and Minnesota

Free Booklets, Maps, Hotel Lists, Game Laws, with Information Regarding Rates, Sleeping Car Reservations, Etc., at Ticket Offices, 212 Clark St. (Tel. Central 721) and Wells St. Station

The Direct Route Chicago to Madison is via the Splendid Double Track Block Signal Line of the

CHICAGO & NORTH-WESTERN RAILWAY

Excellent train service. Trains leave Wells Street Station 9:00 a. m., 4:00 p. m., 6:25 p. m., 8:35 p. m., 10:15 p. m. and 2:00 a. m.
Ticket Offices, 212 Clark Street and Wells Street Station. Tel. Cent. 721.

THE NORTH-WESTERN LINE

The results from this double-page newspaper advertisement brought more people to Madison than could be comfortably accommodated at the hotels. A part of its cost was defrayed by the Chicago & North-Western Railroad.

Organization

It is an excellent plan to arrange at the largest mass meeting for a number of leading citizens to start the ball rolling by getting up and making big subscriptions. This mass meeting should be followed by a committee of solicitation and by a man to man argument. The town should be divided into districts and committees assigned to each district. If the districts are made small every man can be seen. Each committee should carry a subscription blank in the form of a promissory note, which the subscriber can sign with the committee as a witness. The committee should also carry a blank on which to make a report on every man interviewed. Many men who will refuse verbally to do their civic duty cannot stand to see this refusal put down in writing and submitted to a central committee of their leading fellow citizens. Furthermore, these blank reports enable the central committee to check on every business firm in the town, and see that none is overlooked. By this means an effective follow-up system can be organized, and many a man who refuses the first and second time will come into line on the ninth or tenth. He cannot stand the pressure.

In raising money it is not good policy to try to tax all men alike. Those who get a direct and immediate benefit should be asked to pay more than those who get only an indirect benefit. Large business firms can afford to pay more than the small ones. If wide publicity is given by the newspapers to the public-spirited men who

CALDWELL, IDAHO

THE COMMERCIAL CENTER OF SOUTHERN IDAHO.

In the Heart of the Prize Fruit Country of the Gre

Also a Prize Winner in Grains and Grasses.

Sheep and Wool Industry of $1,000

Cattle and Horses Add $500,000 a Year.



Soil, Water, Climate—Three Things We Have—We Want You

Caldwell is in the center of 400,000 acres of the best irrigated land. The United States government is now [illegible] Payette-Boise lands.

Caldwell is an important point on the main line of the Oregon Short Line, has two electric interurban railways and is the starting point for the Boise Prospector, Caldwell and Boise Railway now building.

CALDWELL HAS

Shipping facilities unequaled by 21 railroads and a hundred trains, handling immense loads of sheep, cattle and horses, and is the outfitting point and market for this vast territory.

Untold mineral wealth at its doors, the gold-bearing mines of Silver City, Delamar and Poyel, nearby, being great producers.

Ten sidelumbers of timber within forty miles of it, which recently has been reached by the locomotives, that will supply this section with building material for many years.

$3,000,000 in bank deposits in four sound banking institutions.

The College of Idaho, the only institution in the state entitled to the University of Idaho, and [illegible] only one between Salt Lake City and Walla Walla offering a college course. It is a high school and three graded years, already with a competent force of instructors.

The largest elevator and milling plant in the state now in course of construction.

Abundant electric power for factory and all other uses from a 5-ft. plant on the Snake River; five hundred yards and planing mills; ice enterprise with a capacity for storing all the cakes of this cold shipping district; an ice plant with a capacity to meet all demands.

$100,000 in public buildings; $1,000,000 in private residences and business blocks; city water from gravity system; perfect sewerage system; electric lights; telephones and all up-to-date municipal equipment.

As a wool market, next to Boise place in the state, the shipments running from 1,000,000 to 1,500,000 pounds a year, bringing an annual revenue of $300,000; the sale of mutton brings in $250,000 a year—to Chicago from Idaho. Why is Idaho the great range territory to Caldwell. Cattle and horses bring in another $250,000, and the grand total from the stock interests $1,000,000 a year.

The largest alfalfa and timothy growers in the state.

The largest sugar beet, pea and bedding material shipments in the state, shipping automobiles to Idaho and Oregon.

First place in the largest [illegible] point between Salt Lake City and Portland, supply all of the leading manufacturers of farm implements making Caldwell their jobbing and distributing headquarters. This business runs into hundreds of thousands of dollars a year.

Handled more than 30,000,000 pounds of freight during the first six months of this year through the surrounding towns, this being only the business in and out the smaller points tributary to Caldwell and not including local business.



Great Record of Prizes for Fruit in National Competition

Caldwell's Apples Win Over Every Other District in the United States

AWARDS AT NATIONAL HORTICULTURAL CONGRESS AT COUNCIL BLUFFS, IOWA, IN DECEMBER, 1906

Caldwell given seven out of eight firsts for apples on individual display

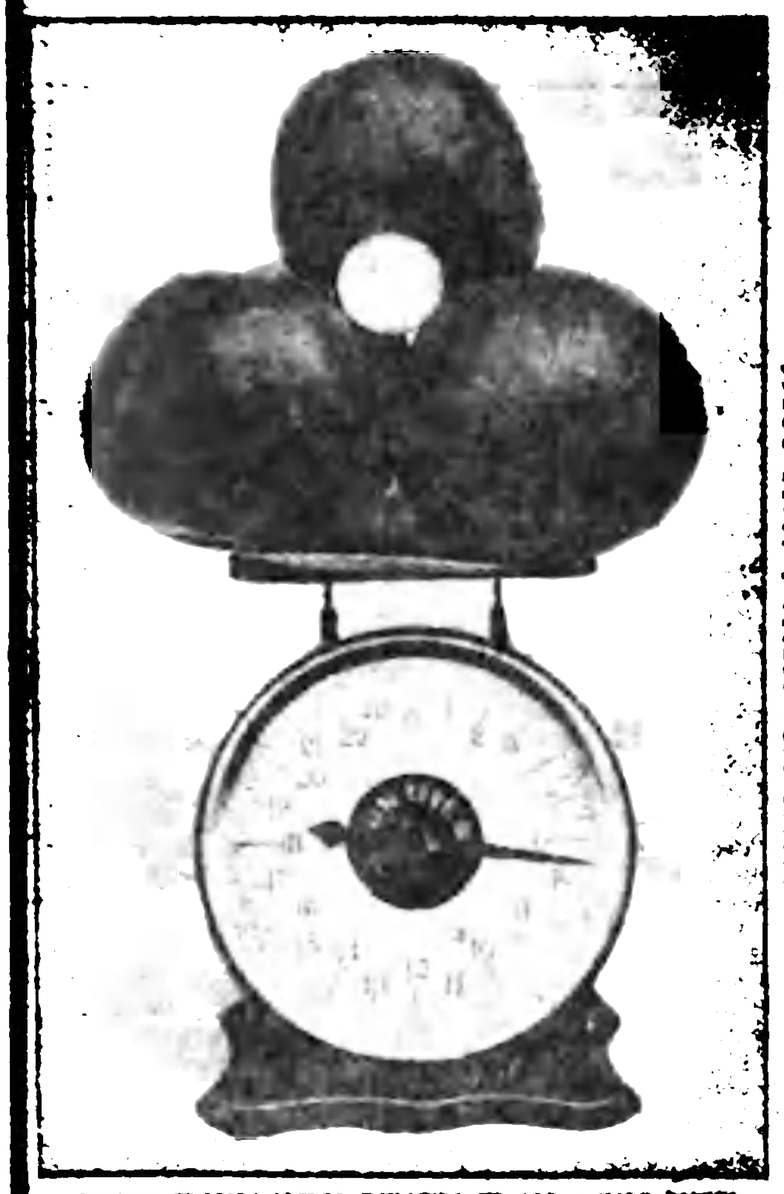
Best individual display by a single grower
Best box of apples by an individual grower
Best five boxes of apples by an individual grower
Greatest number of plates of apples by an individual grower
Best ten apples by an individual grower
Best plate of yellow varieties of apples by an individual grower
Best four plates of apples by an individual grower

Oregon, Sharing, of which Caldwell is the county seat, given first on County in the Union
Canyon County, 28 at this fruit by Caldwell Display, given third on county sweepstakes
Idaho, because of Caldwell's great showing, given second on State in the Union

CALDWELL'S PRIZE WINNINGS IN GRAINS AND GRASSES

Awards at National Corn Congress at Omaha, 1906

Eight prizes were taken by Caldwell in National competition, the awards being on alfalfa and alfalfa seed, timothy hay and seed, rye and barley





Orchards, Farming, Stock Raising, Dairying

A Word About Land Values

Most of the land open to homestead entry has been filed on. This is especially true of lands located near transportation lines and the towns. However, many of the homesteaders are willing to relinquish a portion of their holdings, and such valuable land can be secured at a nominal price in this way.

Deeded raw land within a radius of five miles of this city commands a price of $40 to $60 per acre.

Land in cultivation is held at $80 to $100 per acre, the price depending on the amount and quality of the improvements. The latter price is for land that is in bearing orchard.

WHY YOU SHOULD LIVE IN CALDWELL

Few places in the United States offer such advantages and opportunities. As shown above, our climate, our ability to sell only specialties in agricultural equipment, but in growing capacity, our schools and colleges and the fact that our drinking water is the purest from artesian wells; being as abundant as it is also used for irrigation; our facilities for the farmer, fruit grower and manufacturer and business men are of the best.

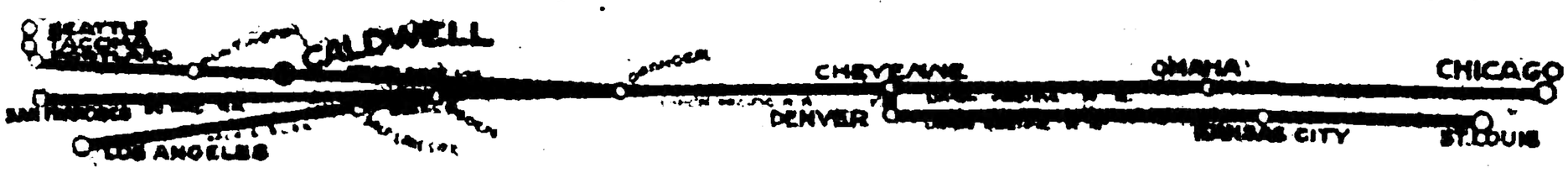
FOR FURTHER INFORMATION ADDRESS THE SECRETARY OF THE COMMERCIAL CLUB, CALDWELL

A PRIZE WINNING APPLE, WEIGHING 40 1/2 OZS., PACKED, GROWN AT CALDWELL, GIVEN DOLLAR GROWN FREE.

FIVE PRIZE-WINNING YEARS' WINNINGS APPLE PACKED, GROWN AT CALDWELL

Through Trains to Seattle Exposition, allowing Stopovers at **CALDWELL** and Other Points in Southern Idaho, via **UNION PACIFIC—OREGON SHORT**

ELECTRIC BLOCK SIGNALS



"THE ROAD TRAVE

For Homeseekers' or Colonist Rates Direct to Caldwell, etc., call on or address

W. C. MEINYER, General Agent
120 Jackson Boulevard - - - CHICAGO, ILL.

J. G. LOWE, General Agent
903 Olive Street (Century Building) - ST. LOUIS, MO.

J. W. TURTLE, Traveling Passenger Agent
610 West Fifth Street - - DES MOINES, IOWA

do give, some who are disposed to refuse will not care to be conspicuous by their absence.

Expenditures and Mediums

The money raised can be spent effectively first in a newspaper campaign conducted conjointly with the railroads entering the city. Second, in magazines of national circulation; third, in farm journals; fourth, in booklets for local distribution; fifth, in the office expenses for conducting the campaign. Mediums which have been successfully used for such campaigns are the following: "Success," "Everybody's," "Munsey's," "McClure's," "Outlook," and "Country Life in America." Farm journals: "Breeders' Gazette," of Chicago; "Up-to-Date Farming," of Indianapolis; "Successful Farming," of Des Moines; "Missouri Valley Farmer," of Topeka; "Ohio Farmer," of Cleveland; "Farm Progress," of St. Louis; "Journal of Agriculture," of St. Louis; "Farm and Ranch," of Dallas; "Wisconsin Agriculturist," of Racine; "Oklahoma Farm Journal," of Oklahoma City; "Twentieth Century Farmer," of Omaha; "Farmers' Tribune," of Sioux City, and "Kansas Farmer," of Topeka. Newspapers: Chicago Record-Herald, St. Louis Republic, Minneapolis Journal, Kansas City Journal, Des Moines Register, Chicago Tribune, Minneapolis Tribune, St. Paul Pioneer-Press, Milwaukee Sentinel, Louisville Courier-Journal, Detroit Free Press, Chicago Examiner and Pittsburgh Dispatch.

A campaign thus conducted should prove highly profit-

FLORIDA IS SUMMERLAND IN WINTER



Only 34 Hours Away From Chicago...

You can make the trip through without change of cars with every modern equipment for comfort, luxury and safety, or you can

STOP OVER

En route, going or coming, at

NASHVILLE — ATLANTA — CORDELE
CHATTANOOGA — MACON — TIFTON
JACKSONVILLE

AUGUSTA, AIKEN, CAMDEN, COLUMBUS, SAVANNAH, THOMASVILLE and all other points South to which we sell Winter excursion tickets.

FLORIDA

Jacksonville is the gateway to both the East and West Coasts, reached by

DIXIE FLYER

Only Solid Through Train Between

Chicago and Jacksonville

Leaves La Salle Street Station Daily, at 10:05 P. M. via

C. & E. I.

(Chicago & Eastern Illinois)

The short route touching the most interesting points in the South, all the way to the new point on the East Coast of Florida, KNIGHT'S KEY.

Reduced Rates for Winter Tourists.

TICKET OFFICES
91 Adams St.
Tel. Cent. 4448
La Salle St. Sta.
Tel. Har. 1661

West Coast Hotels

DELAND—
Hotel College Arms,
SANFORD—
The Sanford House,
ORLANDO—
Tremont Hotel,
San Juan Hotel.
FLORENCE VILLA—
Hotel Florence Villa,
TAMPA—
Tampa Bay Hotel,
De Soto Hotel,
FT. MEYERS—
Hotel Royal Palm,
BELLAIR—
Belleview Hotel,
ST. PETERSBURG—
Manhattan Hotel,
Hollenbeck Hotel,
Hotel Huntington,
Hotel Detroit,
Colonial Hotel.

JACKSONVILLE—
Windsor Hotel,
Hotel Wiolla,
Aragon Hotel,
New Duval.
ST. AUGUSTINE—
Ponce De Leon,
The Alcazar,
Hotel St. George,
Florida House,
Magnolia Hotel,
Valencia Hotel.
ORMOND—
Ormond-on-the-Halifax,
Breakers Inn.
DAYTONA—
Deupland Hotel,
Prince George,
Palmetto Hotel,
Pines Hotel,
Ridgewood Hotel.
SEABREEZE—
Clarendon Hotel,
New Colonnades Hotel,
ROCKLEDGE—
New Rockledge Hotel,
PALM BEACH—
Royal Poinciana,
The Breakers,
Hotel Palm Beach,
WEST PALM BEA
The Palms,
MIAMI—
Royal Palms,
Graiyn House,
Halcyon Hall.
HAVANA—
The Seville.

If you will write the General Passenger Agent's office of the Chicago & Eastern Illinois, Room 612, La Salle St. Station, we will mail you a booklet which will give you a complete list of the hotels, not only in Florida but in all the states of the Southwest, whose rates range from $6.00 a week and up.

Full-page community advertisement. Paid for by a combination of hotels and T
Chicago & Eastern Illinois Railroad. Prepared by The Chicago Record-Herald.

able and satisfactory. San Antonio, Texas, used the plan given above, and, according to the testimony of the general passenger agents of lines entering that city, it increased passenger traffic during the season of 1909-10 twenty-five per cent. According to the railroad statistics, it is estimated that from 25,000 to 30,000 visitors spent anywhere from a week to a month in San Antonio during the season. At the end of the season the leading merchants and business men of San Antonio united in writing letters declaring that this municipal advertising had proved profitable to them personally. The wholesalers declared that new business houses had opened in their territory directly traceable to the advertising carried on by the Publicity League, that they had opened new accounts that had increased the volume of their business. The leading retail merchants testified that the same was true of their business.

Notwithstanding the fact that two new hotels opened their doors in San Antonio, one of them having a capacity of 450 rooms, the other one of 350 rooms, smaller hotels and apartment houses were opened, the hotel managers united in stating that their business had shown an increase as large as that of the other businesses. Without exception the larger business houses of San Antonio remained members of the Publicity League, and a large number of them doubled their membership dues to the League, stating beyond doubt that they found municipal advertising a profitable investment for them.

A permanent result is that San Antonio is now plan-

ning a still larger campaign for the future. By means of joint campaigns with the railroads, any city which has the possibilities of enlargement can raise money to be expended in a like manner.

The newspaper advertising usually proves the most profitable. It is usually best to place the bulk of the appropriation with the newspapers, while a considerable portion of it should be spent in magazines of national circulation. A league thus formed should also issue a booklet dealing with the commercial life of the city, which will completely cover the field. Booklets for the tourist and "Farm Facts," dealing with the agricultural opportunities, are also effective.

The publicity league has demonstrated its usefulness in many cities, and it is here to stay and develop. There is no doubt that the citizens of any city will continue to support it after it has proved its value, and will continue to build up their tourist and homeseeker business, as well as the wholesale, retail and other business interests, by means of this judicious, systematic and municipal advertising.

Describe What You Have to Sell

In the story to be told in your advertising it is necessary to bear in mind that all good advertising copy carries out five essential points. These are, the description of what you are selling, why it is preferable to your competitors, its value or price, who you, as a selling agent or ex-

THE SOUTHWEST GATEWAY

SAN DIEGO

THE FIRST PORT OF CALL

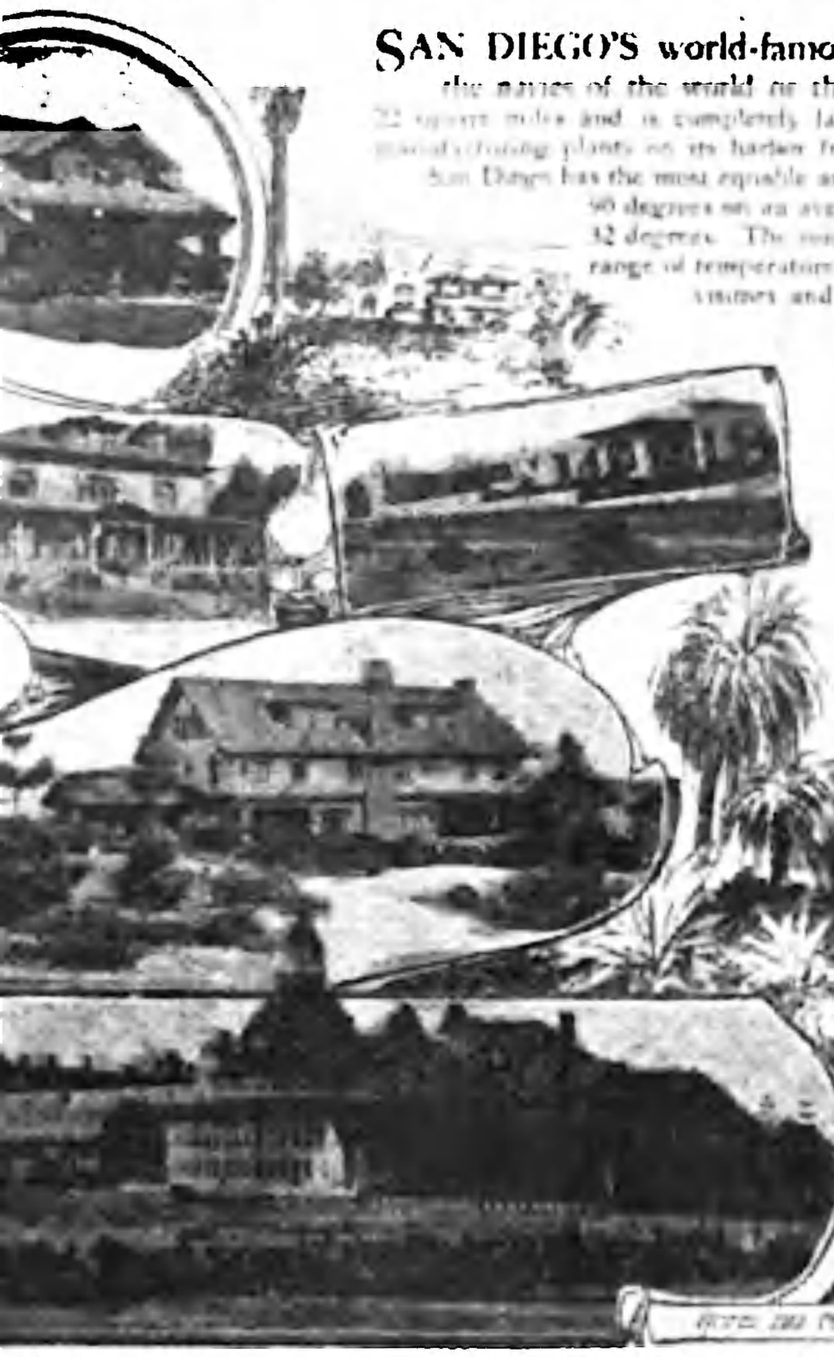
THE EXPOSITION CITY

ama-California Exposition in 1915 to Celebrate Completion of Panama Canal

AN ALL-THE-YEAR FAIR, FROM JAN. 1 TO DEC. 31, 1915, IN AN ALWAYS PLEASANT CLIMATE



or, Climate and Back Country.



SAN DIEGO'S world-famous harbor is ample to accommodate at one time the navies of the world or the entire merchant marine of the Pacific. It has an area of 22 square miles and is completely land-locked and protected, with sites for numerous and extensive manufacturing plants on its harbor front.

San Diego has the most equable and healthful climate in the world. The temperature has exceeded 90 degrees on an average of less than one hour per year, and it has never been below 32 degrees. The sun shines on an average of 360 days in the year. The average daily range of temperature is only 12 degrees. The climate alone attracts large numbers of visitors and homeseekers every year.

For the visitor few places offer such a wealth of attractions. One may have the outdoor life here all the year and enjoy it. There are the sea, the bay, the mountains and valleys to give variety and charm. Plenty of pleasant hotels to meet every purse, provide homelike comforts in the city, on the seaside or at the mountain resorts near by. Polo, golf, tennis, yachting, motoring and other pastimes are here for those who desire them.

The schools and churches of San Diego are unexcelled.

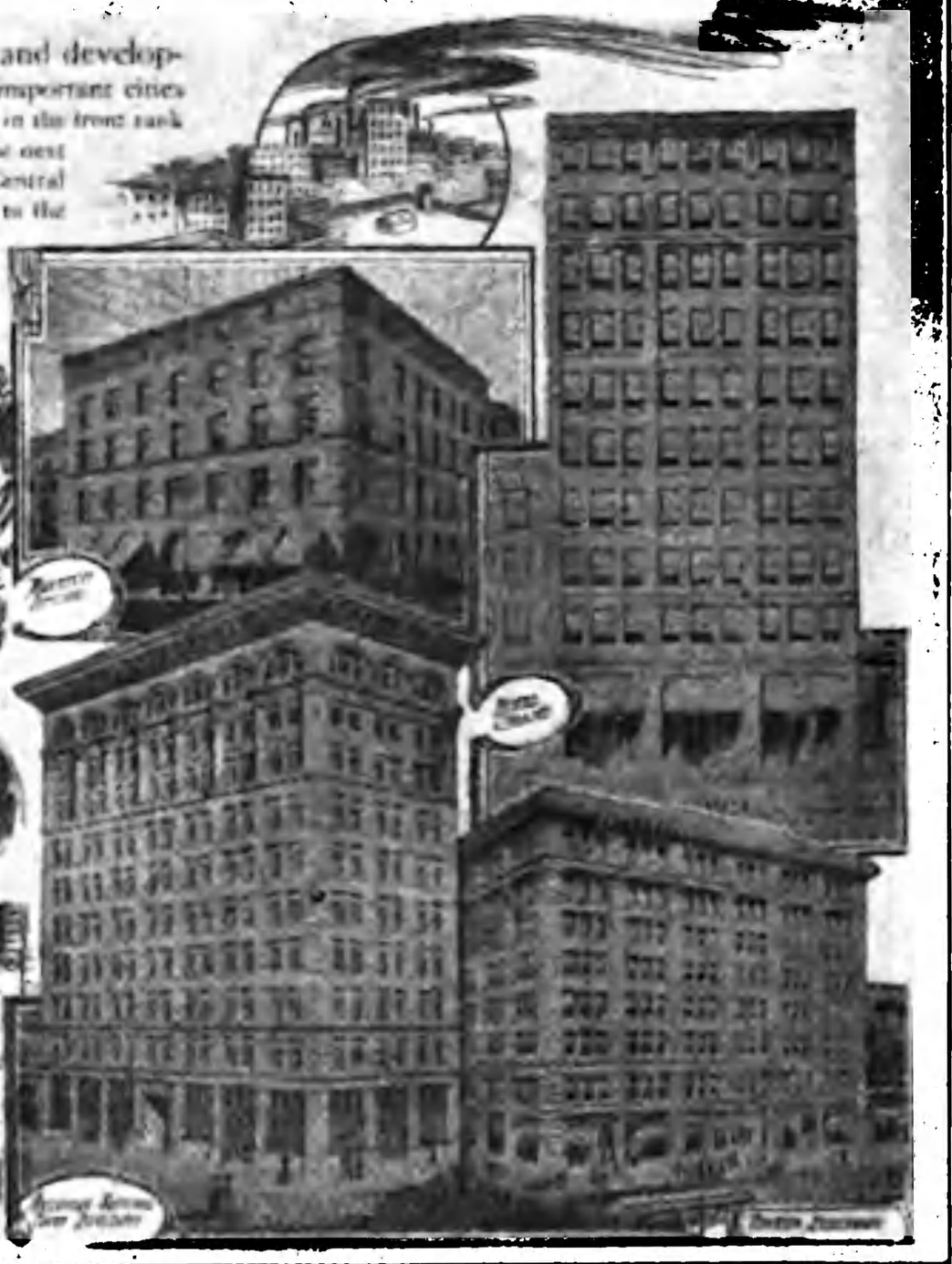
Unlimited Water Supply

A series of great reservoirs in the mountains near San Diego holds an amount of water for domestic use sufficient to supply a city of 1,000,000 population, and is furnished at a figure lower than that of most municipalities.

San Diego's immediate back country, with great stores of water impounded in the mountains for irrigation, grows a wider variety of products than any other section in the United States, from the apples of the north temperate zone to the oranges, lemons and other luscious fruits of the semi-tropics. It offers innumerable opportunities to those seeking the ideal outdoor life combined with profit.

To Take Its Place as a Great City

SAN DIEGO is entering upon an era of activity and development that will in a few years make it one of the most important cities on the Pacific coast. Three epoch-making events which will put it in the front rank are: **The opening of the Panama Canal**; the completion in the next two years of the **San Diego & Arizona Railway**, giving to the Central and Southwestern States the shortest and most direct rail route to the Pacific, being 500 miles nearer to St. Louis and Chicago than any other great western coast port; the holding of the **Panama-California Exposition in 1915**, preparations for which are going forward rapidly and on an extensive scale.



Figures Tell the Tale of San Diego's Growth

Population in 1905 — 102,000

Population in 1910 — 150,000

This present activity and great future development of the city offer unparalleled opportunities for the profitable investing of capital and for the establishing of manufacturing industries and commercial enterprises. Many fortunes will undoubtedly be made in the next few years by the rise of property values alone.

For Detailed Information on San Diego and Its Opportunities

WRITE TO

SECRETARY CHAMBER OF COMMERCE,

SAN DIEGO, CALIFORNIA.

This double-page was a part of an entire section devoted to San Diego, California, published in the Sunday edition of a Chicago paper. It brought 3,600 replies.

ploiter, are, and where this selling agent or exploiter can be reached and the article seen. These five parts are as imperative in municipal advertising as the selling of some given make of shoes. The worth of the copy and its pulling power is circumscribed by the strength of your argument in setting these crucial points before the public. It is obvious to all good advertising men of today that the first requisite is absolute integrity. In other words, your ability to deliver the goods as stated in your publicity campaign. While it is a broad statement to say that you would not solicit the installment of a brick factory, when you had only materials and facilities for a pig iron foundry, we have seen good mediums censured for not bringing results on such unmeritorious copy. Every community has a number of advantages pertinent to itself. These are what you should lay your stress upon. It may be in raw material, labor, shipping facilities, cheap power, factory sites, ability to maintain and support some enterprise, or something equally beneficial. Ask for what you lack and can support.

How to Say It

We have outlined what to say. Now, let us discuss how to say it, which includes the make-up of the copy. You must catch the eye and arrest the attention of the reader, and for the time being overcome his interests in other matters. This is done in different ways, sometimes by size of copy, by the perfect balance of your advertisement, or by



Good example of Municipal advertising. This half-page advertisement appeared in a number of northern newspapers. The cost was prorated among the leading business men of St. Petersburg. Prepared by The Chicago Record-Herald.

some design. In no place "is brevity the soul of wit" more than in good advertising copy. Say what you have to say and all about it in the fewest words and simplest manner possible. It is then more liable to be read and assimilated and will make a lasting impression. Besides, your copy should be consistent with the magnitude of your enterprise and the cuts and drawings in keeping with the subject.

If you give the appearance of trying to economize or straining to save, it places the reader in the same position. Another thing is that in the object to be attained, the make-up or copy is not the same in all cases. For instance, if you are seeking settlers or labor, you would appeal directly to them in the way of economy of living, residence, amusements, the proximity to work, the labor market and its stability, etc. If you want manufacturers you bring out in lucid terms the benefits of shipment facilities, nearby markets, economical production power, etc. If you are advertising for investors, the question of progress of community, its local government, freedom from labor disturbances, banks, the wealth of community per capita, etc. If you are exploiting your community as a health, winter, or pleasure resort, you call the attention of those in ill health or bent on pleasure to its advantages as such.

The Question of Mediums

Another division of the subject is the question of the avenue for your publicity. The first consideration is that of economy. You want the greatest value for your expen-

diture, but this cannot be done by taking into consideration purely the question of bulk circulation, as it is better to reach a hundred thousand people, among whom you are likely to get a number of possible prospects or inquiries, who have the money or ability to accept your proposition, rather than to reach millions none of whom have either of these.

Too many advertisers look only at the inquiries, ignoring the fact that to handle them requires intelligent, hard work and great expense, and if these inquiries are made up of curiosity seekers, this money and time are thrown away. The number and character of the inquiries and the strength of the medium must be determined by its ability to reach a number of possible and prospective purchasers. Therefore, along with the question of the economy is that of the "class," as well as circulation. If you are advertising for laborers, go to that medium which the laborer reads and has confidence in. Remember that in selecting which newspaper or magazine you should use, you must exercise the same care that you would in employing a salesman. The copy is your argument. The reader is your audience. The medium is your mouthpiece. Their confidence in the integrity and sincerity of your proposition is based in a great measure on their belief in the high purposes of the publication in which your advertisement appears.

TEST QUESTIONS

PART I.

Page 13.

1. How old is the business of selling advertising?

Pages 14 to 15.

1. Describe the genesis of selling advertising.

Page 16.

1. In what points is selling advertising different from selling other commodities?

Page 17.

1. Discuss some of the difficulties of selling advertising.

Page 18.

1. Describe the qualifications of the ideal seller of advertising.

Page 19.

1. Discuss the law of averages in advertising.

Page 20.

1. Discuss the duties of the seller of advertising.
2. Is it a real triumph to sell somebody something he does not need?

Page 21.

1. Should the seller of advertising be a creator of business?
2. Explain how and why.

Page 22.

1. Discuss what is meant by the statement that "Business is created by taking thought."

PART II.

Page 23.

1. What is the secret of good salesmanship.

Page 24.

1. Outline the proper plan of campaign for the advertising solicitor.

Page 25.

1. Discuss the statement that "The successful solicitor is always the one who brings the right kind of customers into his paper."

Page 26.

1. Compare honesty in selling advertising with honesty in selling merchandise.

PART III.

Page 27.

1. Are there any set rules to follow in the profession of advertising?
2. Compare the methods of preparation for the profession of advertising with the method of preparation for the profession of law or medicine.

Page 28.

1. How much must the writer of an advertisement know about the business he is advertising?
2. Compare the importance of such knowledge with the ability to interest the public.

Page 29.

1. What is meant by the "Gospel of Persistency."

Page 30.

1. Is any business really too high class to advertise?

Page 31.

1. What is your opinion of the method used by the advertising solicitor described on page 31.

Page 32.

1. Discuss the value of consistency in selling advertising.

Pages 33 to 34.

1. Discuss the value of truth in selling advertising.

PART IV.

Page 35.

1. To what people does the trade paper go?
2. To what people does the technical paper go?

Page 36.

1. What makes a good trade paper?
2. Discuss the character of the circulation of a trade paper.

Pages 37 to 38.

1. What arguments may be advanced in favor of advertising in a trade paper?

Page 39.

1. Discuss the value of a good advertising solicitor.

Pages 40 to 42.

1. Discuss the proper equipment of a good solicitor.

PART V.

Page 43.

1. May the prospective customer be seen too often by an advertising solicitor?
2. Is the theory a sound one that advertisers should be seen regularly every few days or few weeks?

Page 44.

1. Why is it the solicitor who has something to say who gets the business.

PART VI.

Page 45.

1. How old is the problem of salesmanship?

Pages 46 to 47.

1. What is meant by "Psychological salesmanship?"

Page 48.

1. Discuss the important influence of psychology upon salesmanship.

Page 49.

1. Discuss the importance of the first impression made by the salesman.

Page 50.

1. What is meant by the statement that "The Goods Should Sell Themselves."

Page 51.

1. Can all problems in salesmanship be answered by one single blanket formula? Why not?

Page 52.

1. Has psychological salesmanship anything to do with hypnotism?
2. Why is psychology necessarily individualistic?

Page 53.

1. How should the salesman proceed in leading the mind of the buyer?

Page 54.

1. Why is it easier to sell goods before they are in existence than afterwards?

Pages 55 to 56.

1. Discuss the problem of automobile salesmanship.

Pages 57 to 58.

1. Discuss the problem of selling newspaper illustrations.

Page 59.

1. How should the unwilling buyer be treated?

Pages 60 to 62.

1. Discuss the mail-order method of salesmanship.

Pages 63 to 64.

1. Is psychological salesmanship anything new?

Page 65.

1. Why is the display of the article of secondary importance?

Page 66.

1. Why should the article not be shown to the prospective buyer before the salesman has described it?

Pages 67 to 69.

1. Describe the psychological show-case.
2. Why should care be taken not to show a customer goods that he does not want?

Page 70.

1. Why should the salesman "Think with the Customer?"
2. How may this be done?

Page 71.

1. How may the salesman "Make way for repeat orders?"

Pages 72 to 73.

1. Compare the "Copy Chaser" with the true salesman.

Pages 74 to 76.

1. Discuss the value of the use of cards by a salesman.
2. Are they of any value except as a means of introduction?

Pages 77 to 78.

1. How may a buyer be educated by a salesman?

Pages 79 to 80.

1. Show how the quotation from Charles Klein on the psychology of the drama is applicable to the psychology of salesmanship.

Pages 81 to 83.

1. In what way is psychological salesmanship subject to abuse?

Pages 84 to 86.

1. What is meant by the statement that every salesman should be a perpetual press agent?

Pages 87 to 88.

1. What is meant by the statement that every salesman should also be an advance man?

Pages 89 to 93.

1. Give a synopsis of the discussion of psychological salesmanship contained in this article.

PART VII.

Page 95.

1. Discuss the value of precedent in selling advertising.

Pages 96 to 98.

1. Discuss the advertising campaign of the Boiler Company described on these pages.
2. In your opinion, what was the principal reason for the success of this campaign?

Pages 99 to 100.

1. Discuss the advertising campaign of the Electric Vehicle Company described on these pages.
2. In your opinion, what was the principal reason for the success of this campaign?

Pages 101 to 102.

1. Discuss the advertising campaign of the Piano Company described on these pages.
2. In your opinion, what was the principal reason for the success of this campaign?

PART VIII.

Pages 103 to 106.

1. Discuss generally the advertising manager's opinion of the advertising solicitor.

Pages 106 to 107.

1. In what ways does the beginner in advertising benefit by seeing every advertising solicitor who calls upon him?

PART IX.

Page 109.

1. What are the basic requisites of a successful salesman of newspaper advertising space?

Pages 110 to 112.

1. Discuss the method, used by a young advertising solicitor to secure an advertisement, described in these pages.
2. Are such extreme methods generally useful?

Pages 113 to 115.

1. Discuss the four rules for the guidance of an advertising solicitor laid down on these pages.
2. Which of these four rules do you consider the most important? Why?

Pages 116 to 117.

1. Why is it generally a mistake for an advertising solicitor to "Use the Hammer?"

Pages 118 to 119.

1. Which is the more effective, discretion or strategy?
2. How may the two be profitably combined?

Page 120.

1. Why is it a mistake to rely upon any particular method of approaching a customer?

Page 121.

1. Why is it best for an advertising man to keep his relation with his customer upon a strictly business basis?

PART X.

Pages 123 to 128.

1. What is the most direct way in which to reach the buyers in any community?
2. Compare the effectiveness of attempting to reach the buyers in small communities by advertising in local papers with the attempt to reach them by advertising in weekly or monthly magazines.

PART XI.

Page 129.

1. Describe the position held in the advertising and literary field by standard popular magazines.

Pages 130.

1. What is the general character of the readers of the magazine?
2. What position do such magazines hold in the home?

Pages 131 to 132.

1. Does the confidence which the public has in a magazine benefit the advertising in such magazine?

Page 133.

1. What is meant by saying that the advertising salesman "sees the entire trade horizon?"

Page 134.

1. Describe the multiplied appeal which is made by the salesman of newspaper advertising space.

Pages 135 to 136.

1. Analyze the value of magazine advertising.

PART XII.

Page 137.

1. What are some of the reasons why the weekly magazine is valuable as an advertising medium?

Page 138.

1. Does mere circulation mean anything unless the circulation has a definite value?

Pages 139 to 140.

1. Why should the advertising solicitor at once prove to the advertiser the character of the circulation of the paper?

Pages 141 to 142.

1. What effect does the confidence of the readers of a paper, in the integrity of the paper, have upon the value of taught by the story of the western newspaper given

PART XIII.

Pages 143 to 145.

1. What lesson as to the value of classified advertising is taught by the study of the western newspaper given on these pages?

Page 146.

1. Why was the small advertisement originally inserted?
2. How has this been changed at the present time?

Page 147.

1. Discuss the value of the small ad.
2. When was classified advertising in magazines first inserted?

Page 148.

1. What is the present importance of such advertising?

Page 149.

1 What are the requisites for a good advertising solicitor?

Page 150.

1. Discuss the value of a good customer.
2. How should such a customer be treated?

Page 151.

1. What are some of the elements which go to make up a good classified advertisement?

Page 152.

1. What are the two great divisions of classified advertising?

Pages 153 to 154.

1. What are some of the principal heads generally used in classified advertising?
2. Give any suggestion which you can as to an improvement of classification along this line.

Pages 156 to 159.

1. Show why the various advertisements marked "A" on these pages are effective advertisements while those marked "B" are not.

PART XIV.

Page 161.

1. What are the main steps in the process by which advertising space in class publications is sold?
2. Are these steps in the main those by which anything else is sold?

Pages 162 to 165.

1. What are some of the most important special facts to be remembered relative to class advertising?

PART XV.

Page 167.

1. What is the difference between a "class paper," a "trade paper" and a "technical paper?"

Page 168.

1. Why does the technical paper live and thrive?

Page 169.

1. Why is a reader more apt to have a marked preference for one technical journal among several than for one magazine among several?

Pages 170 to 172.

1. What technical knowledge is required by an advertising solicitor for a technical paper?

PART XVI.

Page 173.

1. What is the difference between "believing" and "realizing?"

Page 174.

1. Describe the general character of the best type of farm papers.

Page 175.

1. Discuss the scientific value of the farm papers.

Pages 176 to 177.

1. Why does the farm paper have a particularly strong appeal to women?

Pages 178 to 180.

1. What are some of the points which should be remembered by the advertiser who is considering the question of advertising in a farm paper?

PART XVII.

Page 181.

1. Why have certain business methods used in the past by religious publications injured the advertising value of such publication?

Page 182.

1. In what way has the business management of religious papers been recently improved?

Page 183.

1. For what reason is a properly conducted religious paper a good advertising medium?

PART XVIII.

Page 185.

1. Discuss or criticise the following statement contained on this page: "The man who sees the same advertisement month after month will at last purchase the goods advertised without ever having paid any particular attention to the advertisement; and he would be unable to say why he purchased those particular goods."

Page 186.

1. For what reason is outdoor advertising particularly effective?

Pages 187 to 188.

1. What is meant by the statement that "The Idea is the Thing?"

Pages 189 to 190.

1. Discuss the value of the signboard as an advertising medium.

Page 191.

1. What is meant by the signboard grievance?

Pages 193 to 194.

1. Discuss the character and value of the modern electric sign as an advertising medium.

PART XIX.

Pages 197 to 198.

1. What two points should the solicitor for the sale of street car advertising continually talk about to the customer?

Pages 199 to 200.

1. Discuss the value of street car advertising.

PART XX.

Page 201.

1. What three things are necessary in every sale?

Pages 202 to 204.

1. Name three classes of people who can use specialty advertising in an effective manner and explain why in each case.

Page 205.

1. How are specialties used for the purpose of getting a definite list of prospects?

Pages 206 to 207.

1. Discuss generally the value of specialty advertising.

Pages 208 to 209.

1. What special qualifications are required by a seller of specialty advertising?

PART XXI.

Pages 211 to 212.

1. Discuss the general influence which pictures exert upon human beings.

Pages 213 to 214.

1. What peculiar advertising advantages are offered by advertising art?

Page 215.

1. Does it pay to economize in the price of pictures or illustrations?

Pages 216 to 217.

1. What kind of pictures and illustrations should be used?

Pages 218 to 219.

1. Why are illustrations particularly valuable when it is necessary to create a market?

PART XXII.

Page 221.

1. What relative place does the printing industry occupy among the great industries in this country?

Pages 222 to 223.

1. What are some of the reasons why printing is a comparatively unprofitable business?

Page 224.

1. Why do printers themselves do little advertising?

Page 225.

1. Discuss the value of the house organ as a method of advertising.

Page 226.

1. Why must printing salesmen be familiar with trade conditions?

PART XXIII.

Page 227.

1. Is lithography a luxury or a necessity in advertising?

Page 228.

1. Why are different methods required to be used by a solicitor who attempts to sell lithography than one selling ordinary advertising space?

Pages 229 to 230.

1. What degree of technical knowledge is required by a solicitor for lithographic work?

Page 231.

1. What methods should be pursued by the solicitor in attempting to sell this kind of advertising?

Pages 232 to 234.

1. Why is a large store of general knowledge required by a solicitor for lithographic work?

PART XXIV.

Page 235.

1. In what respects would the principles to be followed by Americans advertising in foreign countries be the same as those to be followed in home advertising?
2. In what respects would the principles to be followed by Americans advertising in foreign countries be different from those followed in home advertising?

Pages 236 to 238.

1. Discuss British India as a field for American advertising.

Page 240.

1. Discuss China as a field for American advertising?

Page 242.

1. Discuss the South African Colonies as a field for American advertising.

Page 244.

1. Discuss Australia and New Zealand as fields for American advertising.

Page 246.

1. Discuss the Argentine Republic as a field for American advertising.
2. Discuss Brazil as a field for American advertising.
3. Discuss Chili as a field for American advertising.

Page 248.

1. Discuss other South and Central American countries as fields for American advertising.
2. Discuss in general the principles to be observed in foreign advertising.

Page 250.

1. What are the best foreign markets for marine engines and motor boats?

Pages 252 to 254.

1. What American products could be most profitably advertised in South Africa?

PART XXV.

Page 267.

1. Can any advertiser of a hotel or a resort produce permanent results when such hotel or resort is run down or poorly managed?

Page 268.

1. Discuss the psychology of hotel advertising.
2. Why should the proprietor of a hotel advertise?

Pages 270 to 272.

1. What advertising mediums should a hotel proprietor employ?

Page 274.

1. Should an advertiser be deterred from using a certain medium on account of the high advertising rate?

Page 276.

1. Discuss the value of persistent advertising.

Page 278.

1. How would you determine what size and space should be used in a hotel advertisement?

Page 280.

1. What points ought to be emphasized in a resort advertisement?

Page 282.

1. Criticise the advertisement given on this page.

Page 284.

1. Criticise the advertisements given on this page.

Page 286.

1. Criticise the advertisements given on this page.

Page 288.

1. Criticise the advertisement given on this page.
2. Discuss the value of special newspaper numbers.

Page 289.

1. Discuss the information bureaus conducted by certain newspapers.
2. Do you consider such bureaus legitimate?

PART XXVI.

Page 291.

1. What is the best thing to be done in advertising a city?

Page 292.

1. If an attempt is to be made to advertise a city or town, how should the community be organized for this purpose?

Page 296.

1. How can the money raised for this purpose be most effectively spent?

Page 298.

1. What can you say about the results that have been achieved by such municipal advertising campaigns?

Pages 299 to 304.

1. What points should be covered in advertisements used in such a campaign?

Page 305.

1. Which is the most important, to get inquiries or to handle them properly after they have been received?

INDEX

Advance Man, Salesman Must Be 87
Advertisement by Printers 224
Advertising Art 211
Advertising American Goods in Foreign Countries 235
In Argentine Republic 246
In Australia 242
In Brazil 246
In British India 236
In Chili 246
In China 240
In New Zealand 242
In South African Colonies 242
In South America 244
Advertising Salesmen 13
Advertising Service, Selling 95
Advertising Solicitor from Buyer's Standpoint 103
Advertising in Street Cars 197
Agricultural Papers 173
Appeal of to Women 176
Scientific Character of 175
American Goods, Advertised in Foreign Countries 235
Argument, Bringing Home 30
Automobile Salesmanship, Problem of 55
Buyer, Demands of 18
Educating 77
Buyer's Mind, Leading 53
Cards, Use of 73
Circulation of Trade Papers 36

Classified Advertisements.....143, 151, 155 to 159
In Magazines 147
Class Publications 161
Selling Advertising in.....161, 167
Copy-chaser..... 72
Consistency 32
Country Newspapers 123
Demands of Buyer..... 18
Discretion 118
Duties of the Seller of Advertising..... 19
Educating Buyer 77
Electric Signs 193
Engravings 211
Examples of Bad Advertisements 155 to 159
Examples of Good Advertisements.....155 to 159
Genesis of Selling Advertising..... 14
Good Customer, Value of..... 150
Hotel Advertising 267
Illustrations 211
Information Bureaus 299
"Lasting Appeal" Argument of..... 207
Leading Buyer's Mind..... 53
Local Manufacturer 203
Retailer 202
Magazine, Character of Circulation..... 130
Mail Order Method..... 60
Method of Approach..... 120
Municipal Advertising 301
Organization for 304
Necessity of General Knowledge by..... 232
Technical Knowledge 229
Newspaper Advertising Seller..... 109
Newspaper Illustrations, Selling..... 57
Outdoor Advertising 185
Persistency 29

Personal Confidence 113
Popular Chords, Striking 98
Press Agent, Lesson of 84
Printing 221
Profession of Advertising 27
Psychology of Advertising 267
Psychological Salesmanship 47, 62, 90
Psychological Show-case 67
Rates 267
Religious Publications 181
 Mistakes in Business Methods of 181
Repeat Orders 71
Requisites of Selling Advertising 23
Resort Advertising 267
Salesmen of Magazine Publicity 129
Salesmanship, Psychological 47
Salesmanship, Problem of 45
Seller of Advertising, Duties of 19
Selling Advertising in Technical Journals 167
 Difficulties of 16
 Genesis of 14
 In Class Publications 161
 Requisites of 23
 Service 95
 Space in Country Newspapers 123
 Weekly Magazine 137
Selling Lithography 227
Selling Newspaper Advertising 109
Selling Newspaper Illustrations 57
 Printing 221
 Trade Paper Space 35
Sign-boards 188
Sign-board Grievance 191
Size and Space in Hotel Advertising 278
Small Advertisement 146